

ICE CREAM FIELD



July 1952

In this issue:

The Vegetable Fat Picture
Visit To Good Humor Plant
Plant Design Developments
New Haven Program Goes On

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adv. Mgr.	Library

There's Sales Magic In COMPOUND INTEREST



EVERY product in your line sells easier and faster when it carries your distinctive family-brand design. It is one sure way to make regular "full line" customers out of occasional "one product" buyers. Here at Sutherland we practice what we recommend by having facilities for supplying *all* of your various packaging needs. It assures you of matched color printing for perfect sales teamwork by your family of packages. Send samples of your present packages for recommendations.

FOLDING CARTONS • PARAFFINED CARTONS • BAKERY
PACKAGES • LAMINATED CARTONS • EGG CARTONS



LIQUID-TIGHT CONTAINERS • FOOD TRAYS • PAPERWARE
PAPER PLATES • PAPER PAILS • HANDI-HANDLE CUPS

LOOK AT THE CAPACITY OF THIS COMPACT ICE CREAM CABINET!

55 GALLONS

(766 PINT PKGS.)

YET ONLY $66\frac{5}{16}$ " x $30\frac{5}{8}$ " x $34\frac{1}{4}$ "



FIRST LOOK WILL IMPRESS YOU. This compact Kelvinator Ice Cream Cabinet was especially designed to get the maximum capacity into the smallest amount of floor space. It holds 55 gallons of bulk ice cream (or 766 pint packages) . . . yet covers little more than 14 sq. ft. of floor space.

SECOND LOOK WILL CONVINCE YOU. The Kelvinator 10-hole, double-row cabinet is only $66\frac{5}{16}$ " long.

THIRD LOOK WILL SELL YOU. The Kelvinator name assures you a product that is built completely by the one manufacturer who has been making top-quality refrigeration equipment for 38 years . . . by the manufacturer whose quality control program guides production every step of the way.

For your free copy of Kelvinator's new, complete Ice Cream Merchandiser Catalog, write Kelvinator, Dept. IF-7, Division of Nash-Kelvinator Corp., Detroit 32, Michigan.



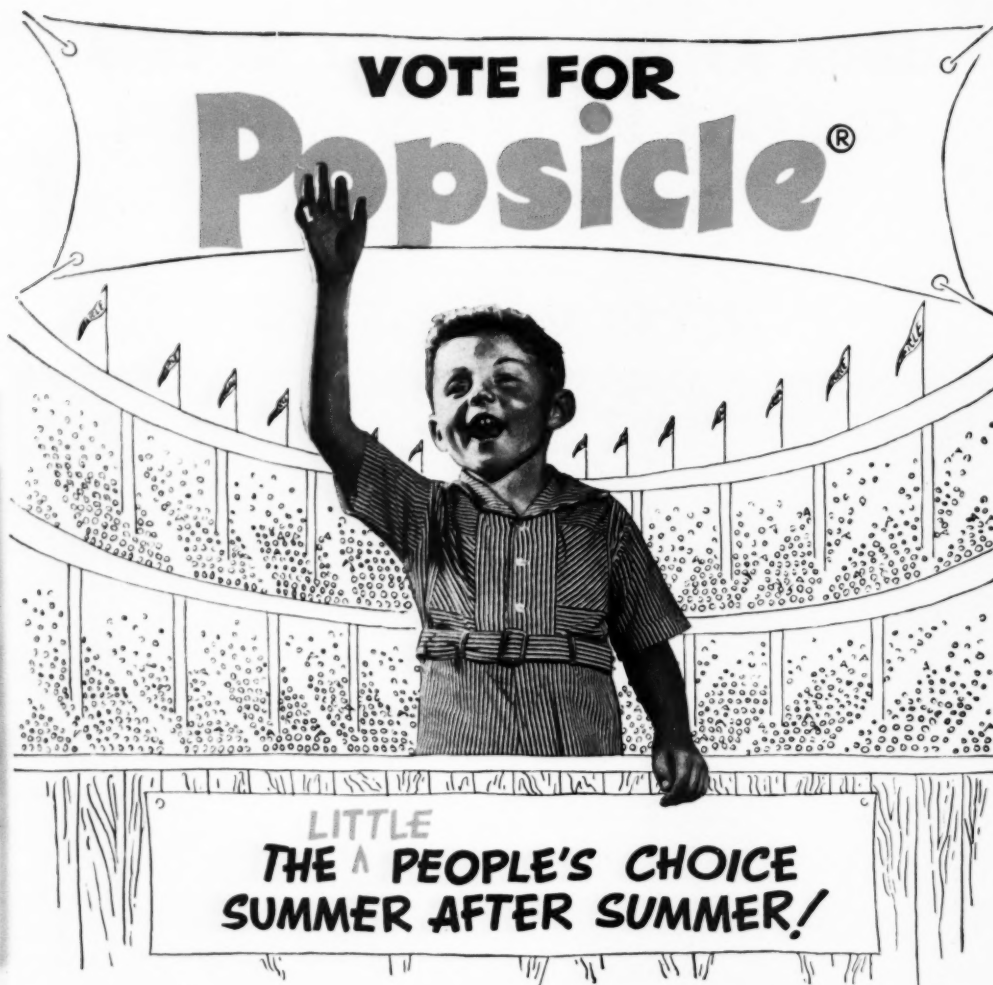
Division of Nash-Kelvinator Corp., Detroit 32, Michigan

GET MORE... *Get*

Kelvinator

THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS

ICE CREAM FIELD, July 1952



Top favorite on every treat ticket—a cool candidate that keeps its promise of real refreshment—that's "POPSICLE"! No doubt about it—"vote-clinching" is a cinch with the gigantic "POPSICLE" bag-saving program—backed by cross-country campaigning that's bound to capture another unanimous decision for . . .

Popsicle®
Fudgsicle® Creamsicle®
Dreamsicle® Ice Cream®
ON-A-STICK



JOE LOWE CORPORATION

601 WEST 26th STREET • NEW YORK 1, NEW YORK

400 WEST OHIO ST.
CHICAGO, ILL.

2744 EAST 11TH ST.
LOS ANGELES, CALIF.

100 STERLING ROAD
TORONTO, ONTARIO, CANADA

"POPSICLE", "FUDGSICLE", "CREAMSICLE", "DREAMSICLE" and "JO-LO" are Registered Trade Marks of the JOE LOWE CORPORATION, NEW YORK 1, N. Y.
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DISPLAY!

Let this beautiful glass front cabinet

**SELL
YOUR BRAND**



Imagine how your brand will catch shoppers' eyes in this brilliant glass front merchandiser. Think how your impulse sales will jump when you give your products this sparkling display!

The 4-ply, non-fogging glass front (with additional protective glass plate) and full-length top opening of the roomy Savage "GF-10" keep your brand temptingly in view . . . make self-service easy. Full-color ice cream pictures and contents of the cabinet are dramatically lighted by fluorescent tube for added eye-appeal. Six cross evaporator plates form five refrigerated compartments. Your product is always next to primary refrigeration. The Savage "GF-10" is the finest ice cream selling tool on the market, made by a reliable old-line company. Write today for illustrated literature. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.

SPECIFICATIONS

Length..... 55 1/2 inches • Width..... 30 inches
Height (to top of superstructure)..... 55 1/2 inches
Compressor Unit..... 1/2 h.p.

THE ROOMY

SAVAGE

"GF-10" MERCHANDISING CABINET

*A Glittering Show Case
for Your Brand*



**BOOST YOUR GALLONAGE AND PROFITS
WITH THESE GREAT SAVAGE "SALESMEN"**

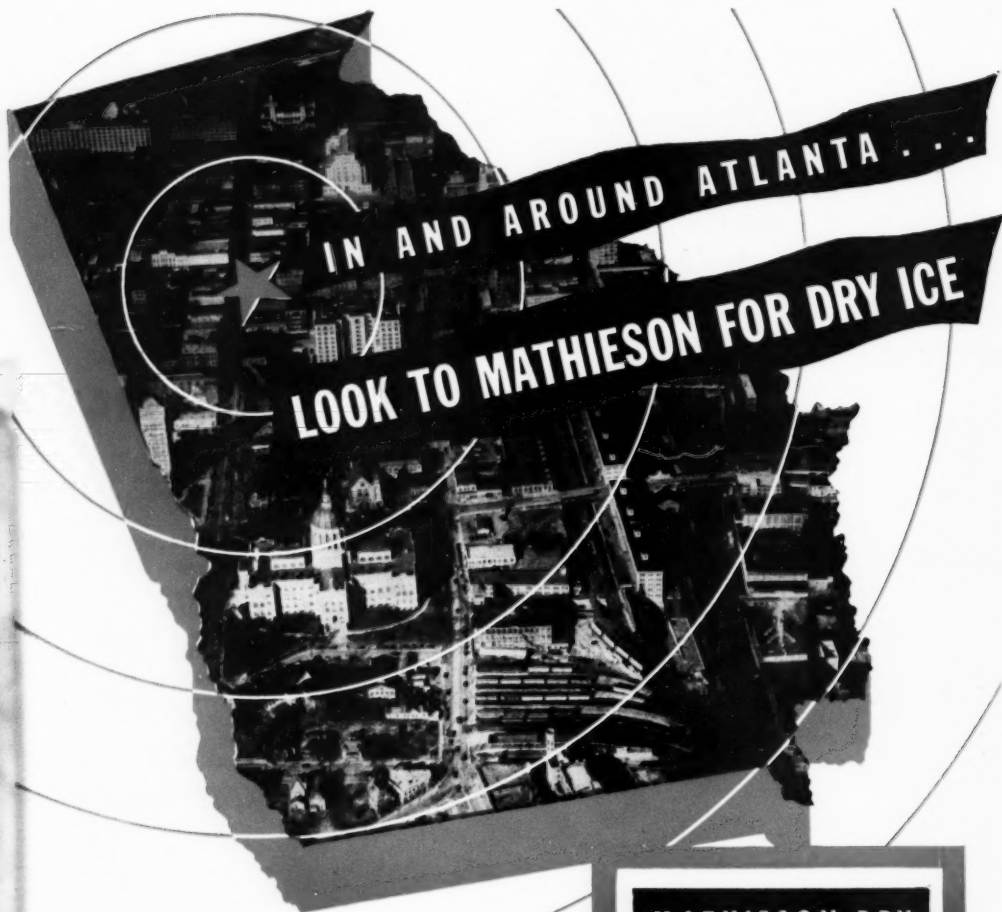
SAVAGE

SAVAGE

M-LB Merchandising Cabinet M-9B Merchandising Cabinet
Holds 528 pints Holds 392 pints



The three merchandisers shown in this advertisement, and the new large glass front cabinet GF-13, are part of the complete Savage line of 15 models: 3 and 4 single; 4, 6, 8, 10, 12 double (chest type); 4, 6, 8, 10 double (remote type).



FROM Atlanta and 16 other key cities throughout the Eastern and Southern States, Mathieson Dry Ice serves the ice cream, beverage and other food industries.

Mathieson Dry Ice warehouses are equipped and staffed to give you dependable delivery service. And your representative there is ready to help you with any handling, storage or use problem. Call your nearest Mathieson warehouse today for quality Dry Ice, plus swift delivery and friendly, helpful service. Mathieson Chemical Corporation, Baltimore 3, Maryland.

MATHIESON DRY ICE WAREHOUSES

Atlanta, Ga.	Memphis, Tenn.
Baltimore, Md.	Nashville, Tenn.
Birmingham, Ala.	New Orleans, La.
Charlotte, N. C.	New York, N. Y.
Chattanooga, Tenn.	Norfolk, Va.
Greensboro, N. C.	Philadelphia, Pa.
Jacksonville, Fla.	Richmond, Va.
Knoxville, Tenn.	Saltville, Va.
	Washington, D. C.

Mathieson
CHEMICALS

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH



Anniversary Greetings

FROM THE VAN-SAL ORGANIZATION





**You'll SELL more
ICE CREAM
with...**

THERMACOTE
Vista Dome Lids
and "Live" Superstructures



Six hole Vista-Dome Lid is also available, combination of 4 and 6 hole sizes make it possible to use on any cabinet regardless of size.



Now you can equip your Ice Cream Cabinet with Vista-Dome Lids and get better performance at a new low cost.

BETTER PERFORMANCE is accomplished by the new exclusive design features to provide increased visibility—more efficient insulation—greater durability. The streamlined modern design of Vista-Dome Lids give that open style look to every cabinet and the increased crystal clear visibility will add many dollars to your sales volume. Send for detailed information and the name of your nearest distributor today and let Vista-Dome Lids start to increase your Ice Cream profit right away.

Vista Dome merchandiser

for 4 hole cabinets combine the "Live" Plastic Superstructure and Vista-Dome Lid to create one of the most potent sales stimulators ever developed. Look at all the plus sales making features. 140% greater advertising space lighted from within superstructure. 93% more visibility to give all the advantages of an open style cabinet. 15% more cabinet capacity due to full use of top layer. Complete absence of fogging due to exclusive design. These plus features cost you no more.

another THERMACOTE first

An indestructible lid of white plastic reinforced and insulated with Fiberglas for Ice Cream Cabinets. Completely eliminates costly replacements and has added insulation value. Low in cost.



THERMACOTE CO.

Newark

301 Mt. Pleasant Avenue

Chicago

612 No. Michigan Blvd.

Los Angeles

1005 So. Santa Fe Avenue

Coming Events

JULY 16—Peoria Country Club, Peoria, Illinois; annual summer outing of the Illinois Dairy Products Association.

JULY 23-25—Hotel St. Paul, St. Paul, Minnesota; meeting of the American Dairy Association's Executive Committee.

JULY 24—Anderson Country Club, Anderson, Indiana; annual outing of the Indiana Dairy Products Association.

AUGUST 3-5—Hotel Greenbrier, White Sulphur Springs, West Virginia; annual convention of the West Virginia Dairy Products Association.

AUGUST 7-8—Grove Park Inn, Asheville, North Carolina; annual summer meeting of the North Carolina Dairy Products Association.

AUGUST 14-16—Hotel Oglethorpe, Savannah, Georgia; annual meeting of the Georgia Dairy Products Association.

SEPTEMBER 14-17—Chicago, Illinois; annual convention of the National Automatic Merchandising Association.

SEPTEMBER 15-17—Whiteface Inn, Whiteface, New York; annual convention of the Association of Ice Cream Manufacturers of New York State.

SEPTEMBER 18-20—Hotel Nicolett, Minneapolis, Minnesota; thirty-ninth annual convention of the International Association of Milk and Food Sanitarians.

SEPTEMBER 22-27—Navy Pier, Chicago; Dairy Industries Exposition.

SEPTEMBER 22-24—Hotel Conrad Hilton, Chicago; forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

SEPTEMBER 25-27—Hotel LaSalle, Chicago, nineteenth annual convention of the National Association of Retail Ice Cream Manufacturers.

OCTOBER 22-23—University of Vermont, Burlington, Vermont; thirty-first annual conference for Vermont Dairy Operators and Milk Distributors. Information available from O. M. Camburn, the school's Director of Short Courses and Educational Conferences.

OCTOBER 28-31—Hotel Fort Des Moines, Des Moines, Iowa; annual convention of the Iowa Association of Ice Cream Manufacturers.

NOVEMBER 12-13—Hotel Continental, Kansas City, Missouri; annual convention of the Missouri Ice Cream and Milk Institute.

DECEMBER 7-9—Hotel Royal York, Toronto, Canada; thirty-sixth annual convention of the Ontario Association of Ice Cream Manufacturers.

Better Coloring with

BETTER COLORS



Parakeet

TRADE MARK

BRAND OF CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet
giving information on Sterwin's
complete line of Food Colors.



Sterwin Chemicals, Inc.

SUBSIDIARY OF STERLING DRUG INC.

1450 BROADWAY, NEW YORK 18, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: CINCINNATI, OHIO

Branch Offices:
Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City, Mo., Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN

flavor lock?

A "tough", too-strong stabilizer "binds in" the flavor, makes tasting difficult. SPA holds ingredients tightly, yet the warmth of the tongue releases flavors instantly.

shrinkage?

Any stabilizer tends to counteract the jouncing, pressure and accidents which cause shrinkage ... but SPA* fights shrinkage most effectively!

clogging?

Its low viscosity makes for a fast, free flowing mix that never gums up production even in these days of quicker freezing.

WHAT'S YOUR PROBLEM?

heat shock?

SPA helps make ice cream that can take it. Particles are smoothly blended to fortify them against the effects of heat. Melt-down is slow and even.

ice crystals?

SPA helps ice cream stay smooth and mellow ... combats the water separation which can form gritty, sharp ice particles.

SPA can help you give your customers the kind of ice cream they demand. Its exceptional performance is due to the unique new process developed especially for ice cream stabilization.

Yet it's not expensive! In fact, SPA costs **less** to use than ordinary gelatins! That's another reason you should try it in your mix. Write for details today!






B. YOUNG & CO. of America, Ltd.
274 MADISON AVENUE, NEW YORK 16, N. Y.

Famous as makers of fine English gelatins since 1818. The oldest name in gelatin is Young.


*T.M. Reg. U.S. Pat. Off.

fact:

Every man,  woman  and child 

in Omaha, Nebraska ate four pints



of Butter Brickle® Ice Cream last year  (AVERAGE, THAT IS)

Fairmont Foods (Omaha)
feature it year 'round.

They sell as much Butter Brickle
Candy Flavored Ice Cream as they
do chocolate.


People must like Butter Brickle.



"Butter Brickle is a 'must' flavor in our sales promotional plans.
"Over the years, it has attained a position of top-ranking performance among featured flavors sold through Fairmont dealers throughout many of our marketing areas.
"In Omaha, we consistently sell as much of Butter Brickle as we do of chocolate ice cream."


A. C. RAGNOW
Merchandising Vice President
Fairmont Foods Company

Question:

How much extra profit  would you make

if you sold an additional quart of Butter Brickle®

Ice Cream to everybody  in your market

this year  ?

Answer:

Plenty!



Better get started with

Butter Brickle CANDY ICE CREAM FLAVORING

FENN BROS., INCORPORATED • SIOUX FALLS, SOUTH DAKOTA

*Butter Brickle is a registered trade mark of FENN BROS., INCORPORATED, Sioux Falls, South Dakota





The Philadelphia Story

People in Philadelphia consume more than twice as much ice cream per capita as the entire U.S. per capita.

Most dealers in Philadelphia hand-pack bulk ice cream because they know...



*Philadelphia per capita consumption, 1951 (est.)
26 - 29 QUARTS
 U. S. per capita consumption, 1951
13.9 QUARTS

... **MOST PEOPLE PREFER** *Freshly-dipped* **ICE CREAM**

Published in
 the interest of
 the Ice Cream
 Industry by

MORRIS PAPER MILLS 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.

NATIONAL FOLDING BOX CO. NEW HAVEN, CONNECTICUT

Manufacturers and
 Distributors of

MORRIS LOCK TOP **PAPER CANS**

Shrinkage in ice cream

Although a considerable amount of research has been devoted to the problem of shrinkage in ice cream, science has been unable to absolutely determine its cause or correction. It is generally agreed that shrinkage is a seasonal difficulty. It occurs chiefly during the fall and early winter months.

The stumbling block has been the difficulty of simulating natural shrinkage of ice cream under controlled laboratory conditions. Chemists have attempted to simulate shrinkage by subjecting frozen batches of ice cream to a vacuum and observing the differences resulting from various ingredients, methods of handling, etc. It is questionable, however, whether this "induced" shrink is actually related to "actual" shrink.

FACTORS AFFECTING SHRINKAGE

Despite the fact that much remains to be learned about ice cream shrinkage, we do have a considerable backlog of experience to guide us in our attempts to prevent it:

1. High temperatures or fluctuations in temperature in the hardening room or storage cabinet definitely induce shrink. Holding temperatures should not be higher than -15°F in the hardening room, 5°-10°F in dealers' cabinets.
2. If brine is used as the refrigerant, a slight leak in cooling coil or holding tank, allowing a small amount of brine to get into the mix (but not enough to be tasted) can cause extreme shrinkage.
3. Factors which tend to stabilize the protein in the mix reduce the probability of shrinkage, whereas factors which tend to destabilize the proteins in the mix increase the probability of shrinkage.
4. Freezing the mix extremely dry may induce shrinkage.
5. Excessively high sugar content (especially high dextrose content) appears to induce shrinkage.
6. Prolonged storage of ice cream mix before freezing may increase the possibility of shrinkage.
7. Extremely low hardening room temperatures (below -20°F) and prolonged storage at such temperatures may encourage shrinkage.
8. The kind and type of container used may contribute to shrinkage.
9. Recent research has demonstrated a relationship between shrinkage and the heat-coagulated whey proteins (albumin-globulin fraction) of the mix. Shrinkage is associated with a high whey protein content which, in turn, is associated with previous high heat treatment.

STABILIZERS VERSUS SHRINKAGE

Based on current knowledge, it is generally agreed that there is no one remedy to the shrinkage problem. The following are statements by leading authorities on the subject:

"Stabilizers have been blamed for a great deal of the shrinkage but, in general, the stabilizing material probably does not contribute a great deal."*

"... it has been quite consistently noted that the mixes containing gelatin gave the least shrinkage, particularly at temperatures around -5° to -10°F which temperatures may be found in hardening rooms not properly refrigerated."*

"Mixes containing no stabilizer shrank more than mixes containing stabilizers."*

"... it was found that increasing the amount of gelatin to give an excess in the mix tended to reduce the amount of shrinkage."*

GELOX AND VESTIRINE

Research in Swift & Company's laboratory, plus years of experience with ice cream manufacturers throughout the United States, indicates that the mono and diglycerides used in Gelox and Vestirine, while not a "cure-all," do contribute toward the elimination of shrinkage. The following is from an Experimental Report recently released by a leading university:



"These glycerides also greatly improved the whipping ability of such mixes, produced a smoother and richer tasting finished product, decreased or prevented shrinkage, and enabled the ice cream to withstand heat shock to a remarkable degree."*

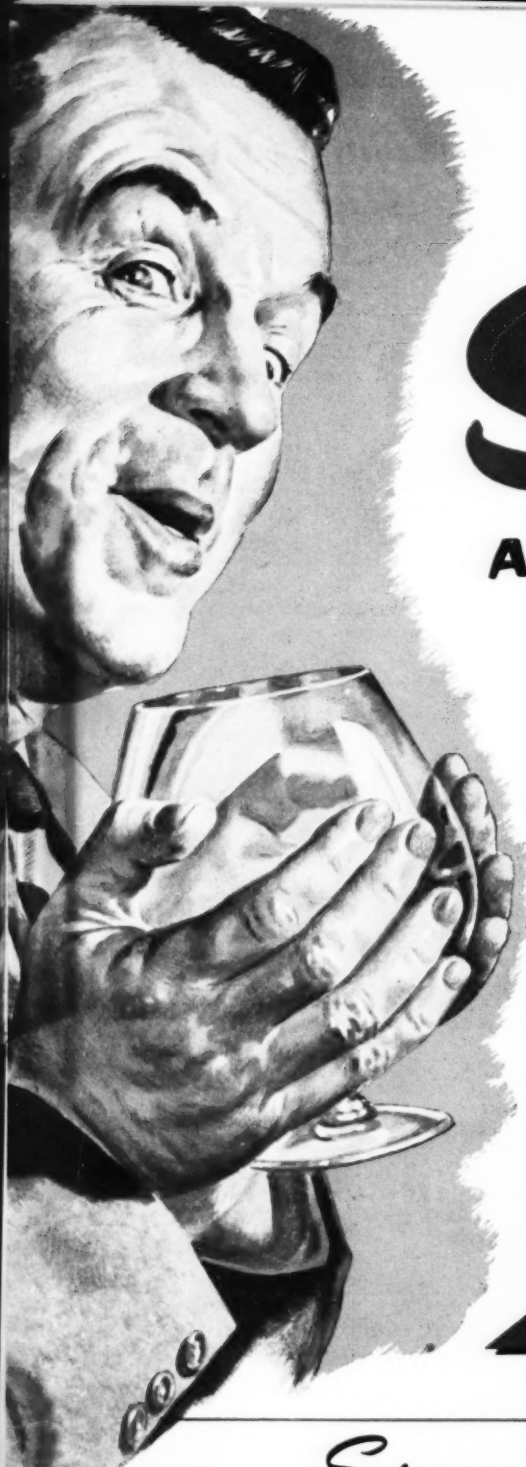
Order a trial shipment at the quantity price for a test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-o-teen Ice Cream and Sherbet
Stabilizers and Velvatex food gelatin

*Names of authors available on request; write Swift & Company, Gelatin Department, Chicago, Illinois.



Superb

AROMA and FLAVOR —

The Result of Skill and Experience

Like the finest Napoleon brandy . . . ZIMCO, the Original pure Lignin Vanillin, approaches perfection in exquisite aroma and superb flavor.

ZIMCO's outstanding excellence and uniformity of flavor are the result of its exclusive, patented manufacturing process . . . developed through years of scientific experiment and research.

For the taste and aroma that delights customers and sells more products, leading food processors insist on flavors made with ZIMCO Vanillin.

Remember . . . your best source of finished, ready-to-use flavors is your flavor manufacturer. Ask him about ZIMCO, the Original pure Lignin Vanillin. *There's nothing finer.*

ZIMCO®
WORLD'S LARGEST SELLING VANILLIN



Consult Your Flavor Supplier

Sterwin Chemicals INC. • 1450 BROADWAY, NEW YORK 18, N. Y.
• 445 LAKE SHORE DRIVE, CHICAGO 11, ILL.
Subsidiary of Sterling Drug Inc.

Shipments direct from plant, Rothschild, Wisc. Emergency deliveries from: Atlanta, Chicago, Dallas, Los Angeles, Portland (Ore.), Rensselaer (N. Y.), St. Louis and San Francisco

PANGBURN'S *Full Color-Eye Appealing*
WINDOW DOMINATIONS
 WITH ALL ICE CREAM NUT BRITTLES AND FLAKES

Border Your Dealers' Windows . . .

YOUR NAME

Refreshing LEMON FLAKE ICE CREAM

YOUR NAME

Beautiful 6 Piece Set
5 COLORS-48" High

You'll DOMINATE each dealer's window with your advertising.
 Your Ice Cream will be on display—on the front window—for every passerby to see and desire!
 All of this . . . for just 35¢! An entire month's advertising and merchandising Program for a penny a day per dealer!

Plus -

Refreshing LEMON FLAKE ICE CREAM

Fountain Streamer

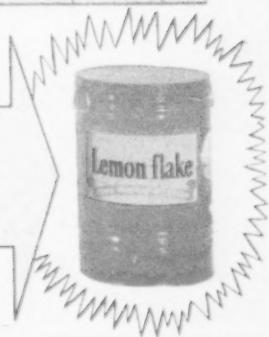
Refreshing LEMON FLAKE ICE CREAM



*The most colorful, effective — yet
 the most economical Co-op
 advertising available.*

PANGBURN'S
Ice Cream
NUT BRITTLES & FLAKES

*"The finest Nut Brittles and
 Ice Cream Candies on earth"*



★ **Write, Wire or Phone PANGBURN COMPANY, FORT WORTH, TEXAS** ★

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ICE CREAM FIELD

VOL. 60

July

NO. 1

**THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY**

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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CCA

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"Stubby"
Parker

Cones Filled at the Freezer

ARE MAKING **SENSATIONAL GAINS**

"Ice Cream Cone sales are not off — this big business has moved to the soft creams and specialty stores." Many plants are bringing this business back home with the **Factory Filled Cones**. Reports up to 1000% increase.



Barney
Parker

A CONE FOR EVERY PURPOSE

... "Mr. Big," your standard grade ice cream, 3½ oz.
"DAIRY CONE" and "TEXAS CONE," 5 oz. oversize, low fat or vegetable fat
cones (where permitted) — plus "DRUMSTICK," nut sundae cone.

Sold By the Millions *- Everywhere!*

MR. Big CONE

"Filled at the Freezer"

1 FLAVORED SUGAR CONE

Tomorrow's Ice Cream Cones will ALL be Filled at the Freezer

Sold By the Millions *Everywhere!*

"Filled at the Freezer"

Nut Sundae in a Cone

DRUMSTICK

the Ice Cream Cone all dressed up

New... FROZEN CONFECTION

LOW FAT CONE

Dairy Cone

5 OZ.
Good Profit

New... FROZEN CONFECTION

TEXAS CONE

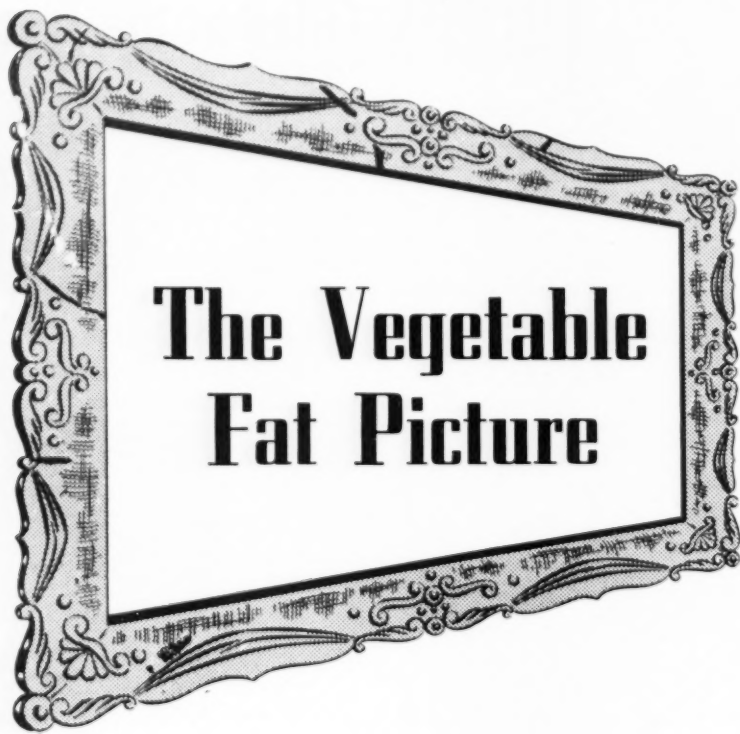
Bigger's Anything

5 OZ.
LOW FAT
or Vegetable Fat
Good Profit

Your "Stops" will multiply with Factory Filled Ice Cream Cones

P. O. BOX 1542, **DRUMSTICK, INC.** FORT WORTH, TEX

Creator of CONE Products — for the Ice Cream Manufacturer only — Nationally Advertised



The Vegetable Fat Picture

THE following developments within the last month rate headlines in the story about the vegetable fat controversy that is becoming an increasing factor in the ice cream industry:

1. Indications that Indiana ice cream manufacturers were seeking to join those in Missouri and Illinois in producing vegetable fat frozen products were noted in the establishment of a "test case" to determine the constitutionality of a state law which heretofore has considered such products as "adulterated."

2. The International Association of Ice Cream Manufacturers issued a resolution listing its position with respect to products containing "foreign fats." The association, through its Board of Directors, resolved to continue its efforts "to combat the substitution of foreign fats for milk fat in ice cream."

3. In Chicago, virtually every ice cream manufacturer has followed the lead of the Borden Company and now is turning out vegetable fat frozen products. The introduction of these products in the Chicago and St. Louis market areas was described in the June issue of ICE CREAM FIELD.

Here's how the vegetable fat question reached an Indiana courtroom: The Tompkins Ice Cream Com-

pany of Indianapolis made a batch of frozen product to which the firm added vegetable oil. It is believed that plain shortening was used. Inspectors attached to the Indiana State Health Department were present in the Tompkins plant the same day the vegetable fat product was manufactured, so it is reasonable to assume that the ice cream concern previously had informed the Health Department about its intentions.

The Health Department, in cooperation with the County Sheriff's office, confiscated approximately 500 gallons of the product. The seizure included about 300 gallons in sixty "unlabeled" cans and about 192 gallons put up in quart containers. The Health Department, after purchasing a quart of the product in an "unlabeled" container, filed a complaint through the Marion County Court, alleging a violation of the law.

The Indiana law and standards of identity, it should be made clear, recognize only ice cream, ices and sherbet. Any other product made or frozen in semblance of these products and not meeting their standards of identity are considered adulterated products and come under both the provision of the State Dairy Products Division and the State Food, Drug and Cosmetic law.

The Tompkins case represents the first known in-

**you'll get
better ice cream
... with this
BETTER-BUILT
processor**

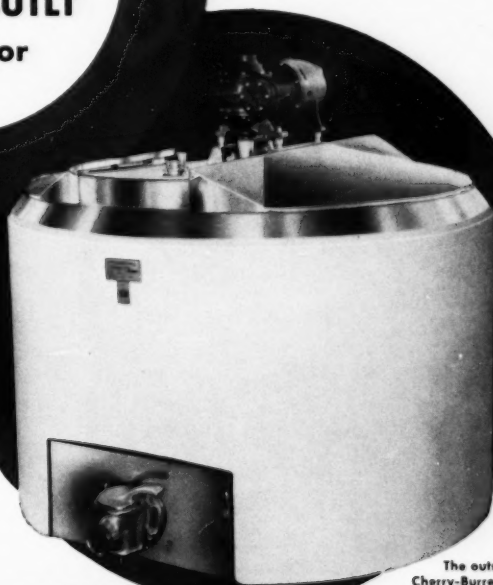
You're taking a big step toward producing better ice cream ... at lower cost ... when you mix, blend, heat, pasteurize and cool your mix in one of the many types of Cherry-Burrell Round Processors.

These rugged, all-purpose vats are built to process heavy ingredients — not just converted to it. An extra-heavy long-sweep agitator ... uniform heating action over entire vat lining ... efficient cooling with city, well, tower or sweet water, are Round Processor features that assure better textured, better tasting, better selling ice cream.

Completely Sanitary — All contact surfaces are stainless steel; all flat surfaces sharply pitched for fast drainage; all corners smoothly rounded for quick cleanout.

Time Saver — Round Processor heats and cools product rapidly; drains quickly; requires minimum cleanup time.

Low Maintenance — Ruggedly constructed for heavy ingredients, tough mixing. Stainless steel lining allows strain-free contraction and expansion.



The outstanding
Cherry-Burrell Round
Processor. Capacities,
300 to 1000 gallons.



**Long-sweep, two-speed
agitation**

High-backed blades on removable agitator provide thorough mixing at center of vat. Feathered blade ends keep cream from climbing walls, even when mix is moving at high speed. Baffle action keeps foam at minimum. Heavy scraper blade agitator available for especially viscous fluids.

Ask your Cherry-Burrell Representative for further details about time and money-saving Round Processor. Or send coupon.



CHERRY-BURRELL CORPORATION

427 W. Randolph Street, Chicago 6, Ill.

Equipment and Supplies for Industrial and Food Processing

FACTORIES, WAREHOUSES, BRANCHES, OFFICES
OR DISTRIBUTORS AT YOUR SERVICE IN 50 CITIES



Cherry-Burrell Corporation
Dept. 120, 427 W. Randolph St.
Chicago 6, Illinois

Send Round Processor Literature

Name

Firm Name

Address

City Zone State

Buy it at



NOW

Tastes for all the world like ice cream



yet it costs much less!

Only **19¢** Pint

New! **DEL-FROST FROZEN DESSERT**



VEGETABLE FAT frozen product made for Bowman Dairy Company subsidiary was advertised in Chicago newspapers both by the distributor and Jewel Food Stores chain.

Tastes for all the world like ice cream



yet costs much less!



2 PITS. FOR ONLY **38¢**

19¢ A SINGLE PINT

New! **DEL-FROST FROZEN DESSERT**

FROSTY PRODUCTS DISTR., INC.

Chicago, Ill. December 1, 1954

stance in Indiana of the manufacture of a frozen product in which an oil or fat other than butterfat has been used.

At press time, the case was pending in the Marion County Court in Indianapolis. Informed observers feel that, in all likelihood, the State will win the case in this court, but it is widely predicted that the losing party will appeal the verdict to the State Supreme Court.

Another case relating to the low butterfat and vegetable fat situations in Indiana is expected to be decided within the next few weeks. This case involves the Bonnie Doon Ice Cream Company of Mishawaka and South Bend versus the State of Indiana, and resulted from the ice cream chain's sale of milk drinks featur-

ing low butterfat bulk products. This case has been pending for more than one year.

In commenting on the vegetable fat controversy, R. A. Larson, Executive Secretary of the Indiana Dairy Products Association, declared that "I think that the use and promotion of vegetable fats in dairy products is the most serious thing for the whole dairy industry in the coming few years. We might face the danger of losing the standards of identity of many of our dairy products and we will not be truly a dairy industry. This will certainly tend to change the attitude of governmental agencies, doctors, dentists, nutritionists, etc., who have helped so much in the past in actual promotion of ice cream and other dairy foods."

The IAICM Statement

At its June 4 meeting at Pocono Manor Inn, Pocono Manor, Pennsylvania, the Board of Directors of the International Association of Ice Cream Manufacturers approved for release the following statement of its position with regard to vegetable fat products, and a resolution setting forth "the principles to guide the executives of the association in dealing with problems arising out of the production of such products":

"Reaffirming its position with respect to maintaining the integrity of the product ice cream, now recognized by the Federal Government as an important Basic Seven food, the International Association's Board of Directors, at its annual spring meeting at Pocono Manor Inn, Pocono Manor, Pennsylvania, resolved to continue its efforts to combat the substitution of foreign fats for milk fat in ice cream.

"Recognizing the fact that the problem is largely local in character, that it is controlled by state standards of identity and in some instances ordinances in metropolitan areas, the International set down as a guidepost the following statement of principles in an effort to protect consumers and the producers of ice cream and related products meeting the standards.

"In the states and political subdivisions where, by local action, these products have become legal, the International recommends the adoption and enforcement of protective measures surrounding the manufacture, packaging and serving of the product. The Board authorized the association's Committee on Definitions and Standards to consider the details necessary to implement the principles adopted to the end that its production and distribution will tend to promote honesty and fair dealing in the interests of consumers and to prevent unfair dealing with producers of frozen dairy foods.

Resolution

"Recognizing that some members of our industry are making a product containing edible fats other than butterfat the IAICM deems it appropriate to suggest several principles in connection therewith.

"I. The integrity of ice cream must be maintained by the exclusion of all fats and oils which are foreign to it.

"II. Where such a product may legally be sold, adequate provisions governing packages and servings, sufficient to inform the consumers of its true identity, must be required.

"III. Suitable regulations governing labeling and advertising of this product, which are designed to prevent confusion with ice cream and other dairy products, should be adopted and enforced.

"IV. The Committee on Definitions and Standards of the IAICM is authorized to prepare a standard of identity and other suggested regulations in accordance with the above principles and submit the same to the Board of Directors."

While the major Chicago ice cream manufacturing

Zip! it's open

**½-GALLON
LINERLESS
ICE CREAM
CARTON**



Closest thing to zipper action is the way Marathon's ½-Gallon Linerless Ice Cream Carton opens. No strong-arm tugging needed . . . and it never tears. Its closure flap is glued in a saw-toothed pattern . . . holds firmly yet zips open as easily as the smaller Linerless Cartons. The wide top opening makes serving a cinch. Ideal for storage in home freezers, or for institutional use, the ½-Gallon Linerless stands up in use . . . builds up gallonage.

If you want increased ice cream sales, see your Marathon representative or write Marathon Corporation, Menasha, Wisconsin.



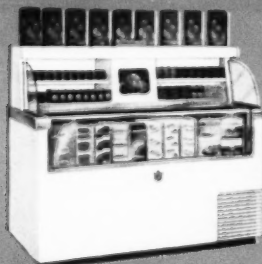
ICE CREAM FIELD, July 1952



Package merchandising at its Best

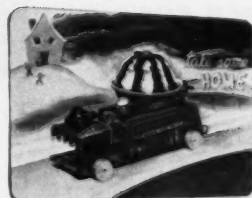


SCHAEFER AIRFLOW FOR CLEAR VISION



Model GF-12
Glass Front Open Top with
transparent picture super-
structure. Shelf superstruc-
ture optional.

Model GF-16
Glass Front Open Top with
display shelf superstructure.
Picture superstructure optional.



ANIMATED DISPLAY

Schaefer cabinets are now equipped with the new exclusive Schaefer Ice Cream Girl transparent picture in superstructure as standard equipment. The new Fire Engine Animated display picture shown here is optional at slight extra cost.

The NEW
SCHAEFER
OPEN TOP • GLASS FRONT
ICE CREAM
MERCHANDISER

17.5



17.5 Cubic Feet Capacity!

SEVEN FEET LONG

Here's package ice cream merchandising at its best. Your complete assortment at the handy "buy level" in an economical-to-own and economical-to-operate cabinet. The new Schaefer GF-17.5 is easily the finest ice cream merchandiser you can own.

- **Uniform Colder Cold**
- **Service at Finger Tip**
- **Maximum Display**
- **Low Initial Cost**
- **Low Operating Cost**
- **Quiet Operation**

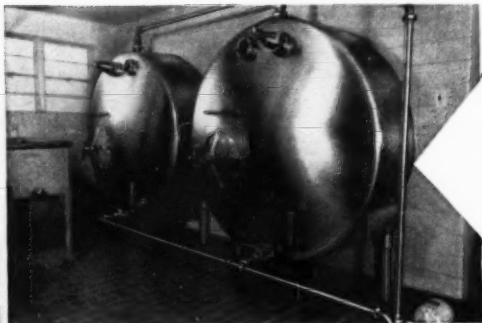
SCHAEFER INC.

SINCE 1929 MINNEAPOLIS

Manufacturers of
Schaefer Ice Cream Cabinets,
Frozen Food Cabinets and
Pak-A-Way Home Freezers.

Cabinets That Sell MORE Ice Cream!

PLANT CROWDED?



Many fluid milk and ice cream plants have found the answer to floor space problems by using the combined cooling and storing feature of Mojonnier Cold-Wall Tanks. Ice cream, raw, skim, pasteurized and condensed milk can be both cooled and stored in these tanks in the same floor space required for storage alone. Mojonnier Cold-Wall Tanks feature direct expansion cooling

HERE'S HOW GREEN VALLEY SOLVED ITS PROBLEM

Green Valley Farms, Haddonfield, New Jersey, needed additional cooling and storing capacity, but plant space was limited. To solve this problem, they installed two 1,000 gallon Mojonnier Stainless Steel Cold-Wall Tanks that both cool and store. And, because these tanks are installed through the wall, with only the front heads showing within room, valuable plant space was saved.

surface built into the tank wall, permitting cooling to 34° F. and lower. Also ideal storage tanks, they have smooth, stainless steel interiors, plus easy cleaning and durable construction advantages.

• Write for fully descriptive Bulletin 146, today to:
MOJONNIER BROS. CO., 4601 W. Ohio St., Chicago 44, Ill.

Mojonnier COLD-WALL TANKS

MOJONNIER ENGINEERED EQUIPMENT FOR THE DAIRY INDUSTRY INCLUDES: VACUUM PANS TESTERS • CONVEYORS • TUBULAR HEATERS BALANCE TANKS • COMPACT COOLERS • CASE WASHERS • INTERNAL TUBE COOLERS • VACUUM FILLERS • EVAPORATORS • BUTTER PRINT SCALES OVERRUN TESTERS • PRODUCERS COLD-WALL TANKS • PROCESSED CHEESE KETTLES • CULTURE CONTROLLERS • CUT-WRAP MACHINES

firms now are producing vegetable fat frozen products, none seems to have established a concrete plan or merchandising program for these items. Generally speaking, the Windy City concerns are cautious in their approach to the vegetable fat situation, although full-page advertisements have been sponsored by Borden's and Bowman's, among others.

It has been learned that most of the ice cream companies' top executives feel that there is no great harm in using vegetable fat in frozen products. Although declining to be quoted directly, one company official declared that "it's good business to give the consumer what he wants."

The inflated butterfat prices appears to be the cause of the expansion of vegetable fat usage by ice cream manufacturers. Low butterfat products have been rejected by most of them as the answer, both on the price and quality levels. It is anticipated that the price of vegetable fat will rise markedly if the current trend continues.

One ice cream company executive told ICE CREAM FIELD that the industry was faced with the possibility of manufacturing a product the price of which would

have to be changed every month. He attributed this to the fact that the market price of vegetable fat fluctuates sharply.

A survey of the leading Chicago ice cream manufacturers revealed general agreement that the margin on vegetable fat frozen products is good. But all pointed out that a great increase in total sales volume is required to prevent a decline in net profit, since the retail price of the product is comparatively low. A typical manufacturer wholesales a vegetable fat product at \$1.30 per gallon, and this retails at twenty cents per pint. Comparable ice cream prices are \$2.20 and thirty-six cents, respectively.

Bowman Dairy Company, the second Chicago firm to advertise a vegetable fat frozen product, reports that sales are "excellent." T. J. Kullman, Vice President of the firm, disclosed also that "ice cream sales are advancing at the same time that the vegetable fat product is being introduced." He added, "Just what will happen to this relationship later is hard to predict."

Mr. Kullman characterized the Bowman vegetable fat product, known as "Del-Frost," as a "palatable product that leaves one with the impression that he is eating a very fine frozen delicacy. In fact, most of us

cannot tell the difference between it and good ice cream."

Opposition to the use of vegetable fat in frozen products made by ice cream manufacturers was contained in the June newsletter sent to members of the Illinois Dairy Products Association. An article signed by Executive Secretary M. G. Van Buskirk declared that "as matters now stand, it would seem to be possible to sum up the vegetable oil's side of the issue in one word—cheap. They have nothing else to offer. No one has been unwise enough to say that they are better. Few have dared to compare them with the long-time standard butterfat and that after they have been doctored to imitate the standard product which they supplant."

Noting that it is not possible to shrug off the word "cheap," Mr. Van Buskirk declared that "other factors must be kept in the forefront of our thinking." Primarily, he said, it must be remembered that "we are a dairy industry. Consumer confidence, that priceless portion of our business, has been built up upon the

quality and nature of the dairy products we have had to offer. It has been created at considerable cost over a long period of time. It can be lost much more quickly."

Another factor "to which astonishingly little thought has been given" was cited by Mr. Van Buskirk. None of the frozen dessert products which are appearing on the market from coast to coast has been priced realistically, he said. "So we transfer a sale from a product which has given us a profit to one which, in every instance which has come under my observation, does not."

Mr. Van Buskirk concluded: "It is in the moral and long-range angles of this problem that the greatest danger lies. The advent of ersatz foods in lieu of the long recognized standards of good, wholesome, life-giving dairy products leaves no dairy food untouched and no operator who manufactures and distributes these imitations unaffected. The implications are so many and so varied as to create a condition within the industry which should have the careful consideration of every dairy plant operator."

GOLDEN GATE SHERBET

*Wire for trial
order and formulae*



... a low-price,
high-profit
summer promotion

Limpert's Orange Flavotone combines with colorful Grape Vine-ets to produce a sure-fire novelty. Ask for new folder showing all of Limpert's sherbet specialties. Attractive, colorful advertising streamers available FREE to Limpert customers.

Limpert BROTHERS,
INC.

Fruits, Nutmeats and Flavors for the Ice Cream Industry
VINELAND, NEW JERSEY

New York Office, 33 West 42 Street



COMING TO CHICAGO?

NO LESS than seven dairy conventions and an estimated total of 35,000 visitors will test the housing and entertainment facilities of Chicago during the week of September 22 to 27, reports from the sponsoring trade associations indicate.

It is expected that a record attendance will attend the 1952 Dairy Industries Exposition, the theme of which is: "All that's new in '52." The Dairy Industries Supply Association, which sponsors the Exposition, has classified the forthcoming exhibit as "the world's show-place of modern developments for the industries based on milk."

The Exposition will be held on Chicago's Navy Pier from September 22 to 27. Displays will be presented

by the North American continent's leading dairy industrial supply and equipment firms.

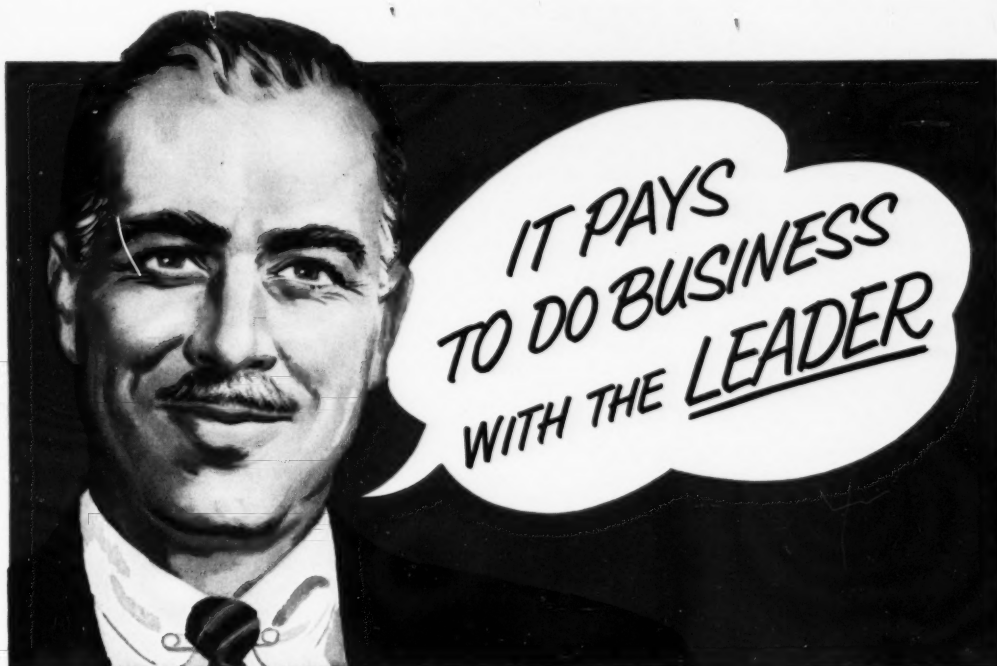
Those attending the show will see and sample:

1. Every necessity for modern milk processing, ice cream making, butter and cheese manufacture, dry, condensed and evaporated milk production and the output of specialty dairy products.

2. The machinery, the mechanical equipment in all its diversity and range that make the dairy industries leaders in the world's food field.

3. The highest quality flavorings and other ingredients such as fruits, nuts, food colorings, stabilizers





flo-sweet® TOPS THE LIQUID SUGAR FIELD
TRADE MARK
 IN FAMOUS FIRSTS THAT MEAN SAVINGS FOR YOU

FIRST producer to deliver liquid sugar on a bulk commercial basis!

FIRST in the establishment of complete engineering service in the design and installation of liquid sugar systems!

FIRST in the formulation of liquid sugars tailored to customer specifications!

FIRST in developing production control through the use of liquid sugar!

FIRST to devise methods to effectively prevent surface dilution of liquid sugar in storage!

FIRST to develop an effective means of controlling the temperature of liquid sugar going into production!

You'll save time, money, and labor with a FLO-SWEET liquid sugar system. Write for details now!



REFINED SYRUPS & SUGARS, INC.

PIONEERS IN LIQUID SUGAR, BULK SAVINGS, SANITATION AND SERVICE

used in the manufacture of and in conjunction with dairy products.

4. The newest designs in packaging and containers — glass, paper and metal — and the most economical ways to package milk and other dairy products.

5. Transportation developments for dairy products, from heavy duty trucks and sturdy insulated bodies to ice cream delivery tricycles.

6. Effective and economical chemical and physical products for sanitation, designed to advance good housekeeping in dairy plants.

7. The whole gamut of refrigeration's applications to dairy industrial operations.

8. All that bears on merchandising and sales — equipment, devices, accessories, systems, materials; ideas embodied in motion, in picture and in print.

9. A variety of "here's how" instruments for control of products in plant and in distribution.

DISA has found it necessary to hire a special consulting engineer to help supervise the placement of exhibits on Navy Pier. Certain pieces of the dairy industrial equipment to be displayed at the show will be the heaviest items ever placed in the building. DISA's engineer will keep the staff advised on stresses on the Pier's floor.

It is likely that more new ideas in dairy supplies and

equipment will be presented at this fall's Exposition than ever before, a survey being conducted by the Dairy Industries Supply Association has revealed.

The survey, conducted by DISA among the approximately 350 exhibiting firms, discloses a high newsworthiness in the supplies and equipment which are being readied for display. A first wave of returns indicates, for example, that significant advances have been made in transportation equipment. Scheduled for display are such attractions as a new all-steel refrigerated and insulated truck body, a portable refrigerated body, a modern 1250-gallon truck tank for farm pickup of milk, as well as latest automotive chassis from the country's major manufacturers.

Other supply and equipment fields whose displays will show considerable advancement since the 1950 Exposition will be:

1. The processing equipment field generally; returns tell of a new-type separator which has parts fabricated from heavy plate (instead of being cast and machined); a multi-purpose centrifuge which, while in operation and with no parts change, can accomplish all the required centrifugal operations of separating, clarifying and standardizing, regardless of milk temperature; and a non-lubricated compressor providing oil-free air for air agitation of milk.

2. The ingredients field; reports here tell of a number of new flavors, including a new Dutch process cocoa of a dark red color; more quickly dissolving powder-type flavors and faster assimilated stabilizers also are to be introduced.

3. The containers and closures field, which promises at least one new style of milk bottle cap, as well as the latest in paper fluid milk containers.

4. The merchandising field, with automatic milk venders possibly dominating other developments in this field.

"The survey is sufficiently far along," a DISA spokesman recently said, "to warrant a tentative opinion that in the last two years there has been more progress in engineering and technology within the dairy industrial supplies and equipment field, basically, and also a greater application made there of advances originating in other engineering and technical fields than in any two other years since the end of World War II."

It has been announced that a delegation of about forty milk producers from Colombia, South America, are planning to make a flying trip to the United States in September to tour major dairy installations and to climax their business excursion with attendance at the Dairy Industries Exposition.

The tour will be sponsored jointly by the Colombian Cattlemen's Association and the Colombian National Dairy Council. Dr. Joaquin Molano-Campuzano, Director of the Colombian NDC, is Vice President of Dairy Industries Society, International. Lasting twenty days, the journey will begin in Bogota, and points on



**CONTROL
PAYS OFF**

**FOR PERFECT QUALITY
CONTROL OF ICE CREAM
MIXES — GET HORNER
EMULSIFIERS and STABILIZERS**

The constant quality of your ice cream is largely controlled by the stabilizer you use. The right stabilizer, such as any one of Horner's standard formulations can mean the difference between good and just fair ice cream.

Don't gamble with quality. Use standard Horner emulsifiers and stabilizers... or, if you have a particular problem let us formulate a special mix for you. Write for full details.

ACCEPT NO SUBSTITUTE

Manufactured only by

HORNER SALES CORPORATION

7500 Felice Way

Pittsburgh 8, Pa.

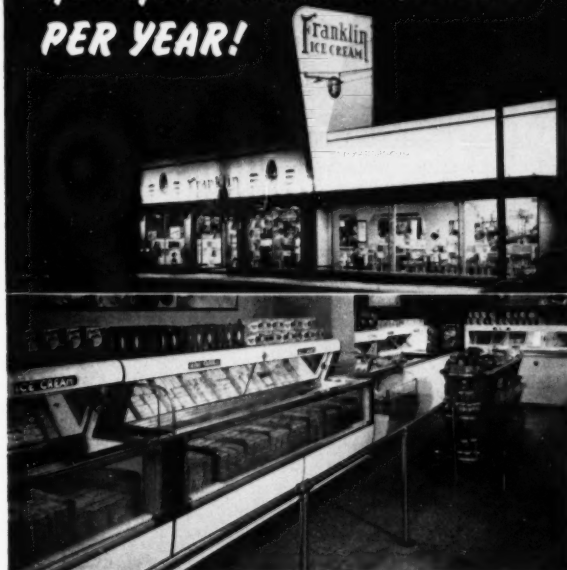
Manufacturers of

A-C

Mineral Salts



**1,000,000 HALF-GALLONS
PER YEAR!**



WEBER FROZEL AND ROLL-A-DOOR CABINETS

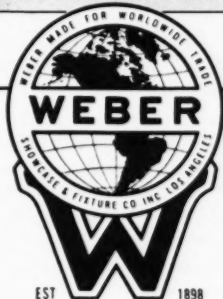
Franklin stores sell half-gallon packages from Frozel; quarts, pints and novelties from Roll-A-Door.

"We did it!" says Ken Wallace, executive vice president Franklin Ice Cream Co., Cleveland and Toledo, Ohio

Some months ago our planning committee accepted a yearly sales goal of 1,000,000 half-gallon packages to be sold through our chain of 19 retail ice cream stores," says Wallace. "We felt that self-service was the answer . . . and most of our stores have been equipped with Weber Roll-A-Door and Frozel cabinets for that purpose.

"Weber equipment has proved to be ideal for this type of layout, both from the standpoint of protection of the products and for low service cost. We plan to make even greater use of Weber Cabinets in the future."

For volume sales of ice cream — there's no equal to famous Weber quality.

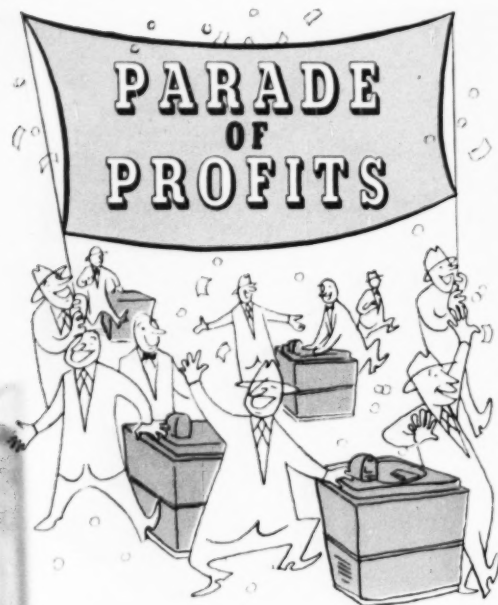


WEBER

showcase & fixture co., inc., los angeles

Distributor-dealers and branch offices in all principal cities

ONE OF THE WORLD'S FOREMOST DESIGNERS AND MANUFACTURERS OF COMMERCIAL REFRIGERATION



**are you letting the
PARADE OF PROFITS
pass you by?**

Automatic merchandising of ice cream is in full swing — and so are profits! What are you, Mr. Progressive Ice Cream Manufacturer, going to do — join the parade... or let it pass you by?

This is your new enterprise — your newest and widest merchandising opportunity. Automatic merchandising of ice cream has already spread until now there are few towns or cities where it has not reached. Each year hundreds of ice cream manufacturers are entering this new field.

Automatic merchandising of ice cream is now in the expansion period. Full opportunity for profit lies ahead! And Vendo Dairy-Vend leads the way to profit through proved, trouble-free performance. More Dairy-Vend ice cream venders are in use than any other make.

Now is the moment, Mr. Ice Cream Manufacturer. Not next summer — or even next month — but NOW is the strategic moment for you to enter this profitable new field.

Vendo

Dairy-Vend
TRADE-MARK

The Name to Remember in Automatic Merchandising

THE VENDO COMPANY
7400 East 12th Street Kansas City 3, Missouri

the itinerary include Barranquilla (Colombia), Miami, Washington, New York and Chicago. The group will return, via Miami, to Bogota immediately after the Exposition.

While the main purpose in making the trip is to view the hundreds of displays at the Exposition, the group has announced that it intends also to extend its stay in Washington in order to inspect nearby farms and model dairies, the United States Department of Agriculture Experimental Station at Beltsville, Maryland, the University of Maryland and DISI headquarters. During the Washington stop-over, some members of the group also plan a side-trip to Baltimore.

As is the custom, "Old Timers" will receive special recognition and attention during the Exposition. "Old Timers," a spokesman for DISA hastens to explain, "are men and women who have spent at least twenty-five years of their working careers in or serving the dairy industries. Also recognized are dairy processors who may not quite have come to the quarter-century activities mark but have attended ten Dairy Industries Expositions. DISA has regularly honored 'Old Timers' by reserving a special area for them in the Expositions, where they might rest after touring exhibits, chat with their friends, check the register of other 'Old Timers,' and enjoy light refreshments. Each 'Old Timer' has automatically become a member of the Dairy Industries Exposition 'Old Timers' Club,' to which are paid no dues and which lays down only one duty—pride in dairy industrial growth."

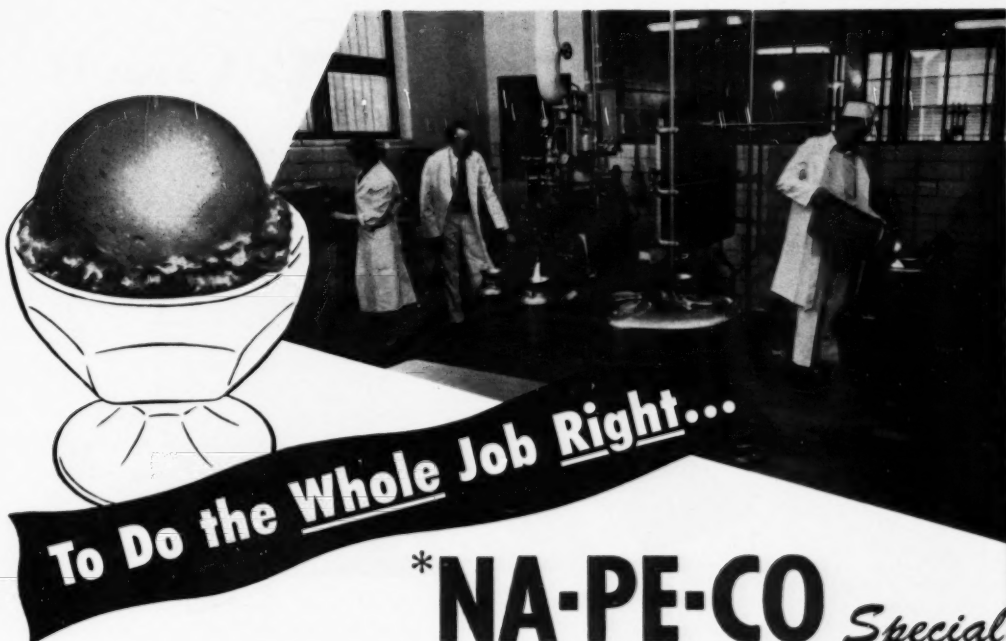
Two attractive DISA hostesses are preparing to welcome at least 2,000 "Old Timers" who have registered at earlier Expositions and as many more as this year newly identify themselves. A special mailing is going out from DISA's Washington headquarters requesting photographs of the earlier registrants, taken when they first entered the industry and contrasting photographs of them taken recently or today. DISA undertakes to return the photographs after displaying them at the show.

In an effort to get the names and addresses of these potential "Old Timers' Club" members, DISA announced last month that it is offering free to every person who sends in the name of an "Old Timer" not already a Club member—the name may be the sender's own—a valuable reproduction of a drawing by the noted illustrator, Ernest Hamlin Baker, the original of which hangs in DISA's offices and has won admiring comment by visitors from many parts of the world.

The illustration, printed on rich paper and measuring eight inches by ten inches, shows an early soda fountain and power-driven freezer in operation at the Philadelphia Centennial of 1876. The reproduction is suitable for framing and can become a handsome accessory to any "Old Timer's" home or office.

Among the other trade associations that will meet in

(Continued on page 66)



To Do the Whole Job Right...

* **NA-PE-CO** *Special*

The *All-Purpose* Emulsifier for
Ice Cream and Low Fat Mixes



1. **NA-PE-CO** *Special* Improves Body and Texture...

Through improved emulsification, Na-Pe-Co in conjunction with any stabilizer... provides your finished product with creamy smoothness despite varying temperatures and heat shock. Ice Cream made with Na-Pe-Co melts down evenly... retains its velvety smooth texture.

2. **NA-PE-CO** *Special* Reduces Whipping Time...

By improving emulsification... Na-Pe-Co reduces whipping time, yet permits more closely controlled over-run.

3. **NA-PE-CO** *Special* Produces Dry Ice Cream...

Na-Pe-Co makes it possible for the mix to incorporate and retain air at lower freezing temperatures, resulting in a firmer bodied, drier ice cream. It is this fine texture and firm body that enhances the dipping quality of bulk ice cream.

4. **NA-PE-CO** *Special* Blends with Any Mix Formula...

Na-Pe-Co has been scientifically blended and processed... is 97% solids. It is easy to handle... entirely soluble, blends with any formula.

NA-PE-CO with Egg Yolk; *NA-PE-CO Special without Egg Yolk.

WRITE NOW FOR A TRIAL QUANTITY

... and if you have a production problem, let us do your experimental and research work. Our entire staff, complete laboratory and experimental plant are at your service without charge or obligation.

National **PECTIN** *Company*
PRODUCTS
2656 W. CULLERTON ST. CHICAGO 8, ILLINOIS

You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier

ICE CREAM FIELD, July 1952



ROLL OUT THE BARREL...

Our customers can roll out any barrel of their particular Vanilla, from any shipment, at any season of the year, and have the satisfaction of knowing that it is identical with the Vanilla in use at the time.

Once our specialists have found the right Vanilla for a product, they not only see to the uniformity of every shipment here at the plant, but also, by using specially prepared containers, can guarantee that it will maintain the same high quality in transit and in your storage.

We well know how even a slight variation in the Vanilla used will affect the flavor of the product—so we take every possible precaution to insure our customers against any trouble from this source.

Vanilla Laboratories, Inc.
ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS

Want To Win A Contest? Here's How!

ATENTION sales authorities!
The deadline is approaching.
You'd better make haste!

FIRST STEP: Check your files. Find the records on your outstanding sales promotions of the last year.

SECOND STEP: Prepare a written summary of what you consider to be your most successful campaign. Photographs or other illustrations may be an integral part of your report.

THIRD STEP: Mail your report and appropriate explanatory material to the "Idea-of-the-Year" Committee, c/o National Association of Retail Ice Cream Manufacturers, 512 Commerce Building, Toledo, Ohio.

What's it all about?

The "Idea-of-the-Year" contest was inaugurated last year at the suggestion of ICE CREAM FIELD by the National Association of Retail Ice Cream Manufacturers. Purpose of the contest is to "inspire original promotion ideas adaptable by the ice cream industry in the interest of increased sales."

Each year, active and associate members of the association are asked to submit reports of ice cream merchandising programs conducted with favorable results since the last annual meeting. For "the most constructive suggestion in the preceding twelve-month period for the furtherance of ice cream sales," the association awards a silver cup.

Presentation of the prize will take place this year at the annual Ice Cream Breakfast, scheduled as a feature of the nineteenth annual convention of the association, to be held from September 25 to 27 in Chicago.

The silver cup, donated by ICE CREAM FIELD, will be inscribed with the winner's name. The winner shall be entitled to one year's possession, after which it is to be returned to the association. A smaller replica of the cup, however, goes to each winner for permanent possession. The first individual or concern to be cited three times as winner of the annual contest will achieve permanent possession of the larger cup.

Deadline for entries for the 1952 contest has been established at August 30, according to an announcement by E. M. Warder, association secretary. Among

"Idea-Of-The-Year" Contest Rules

1. The purpose of the contest is to inspire original promotion ideas adaptable by the ice cream industry in the interest of increased sales.
2. An annual award will be made by the National Association of Ice Cream Manufacturers to the member who, in the opinion of the association's Board of Directors, contributed the most constructive suggestion in the preceding twelve-month period for the furtherance of ice cream sales.
3. The award shall consist of a silver cup presented by ICE CREAM FIELD on which the winner's name will be inscribed. Each winner shall retain possession of the cup for one year. Permanent possession of the cup shall go to the first individual or concern to be cited three times as winner. A smaller replica of the cup will be awarded to each winner for permanent possession.
4. Contest entries shall consist of a report describing a specific sales promotion conducted during the preceding year. Details of the basic idea and of its execution should be included. Such factors as consumer reaction, profit returns, and adaptability of the idea by the industry at large shall merit special consideration of the judges. Illustrative material, such as photographs and drawings, may be submitted with entries.
5. Entries shall be brief and concise. Entries should be mailed no later than August 30 to the "Idea-of-the-Year" Committee, National Association of Retail Ice Cream Manufacturers, 512 Commerce Building, Toledo, Ohio.
6. All active and associate members of the association are eligible to enter this contest. Decision of the judges shall be final. 1952 winner to be announced during the 19th annual convention of the National Association of Retail Ice Cream Manufacturers.



"IDEA-OF-THE-YEAR" award ceremonies took place in 1951 during the annual Ice Cream Breakfast. Part of the assemblage in Cincinnati's Hotel Netherland Plaza is pictured at the top of the page. Just below is a view of the presentation of the 1951 silver cup by Howard B. Grant, Publisher of ICE CREAM FIELD, to Ken Wallace (wearing bow tie) and other representatives of the Franklin Ice Cream Company. A close-up of the contest prizes is shown at the right.

the factors to be emphasized in preparing these reports, the association counsels, are consumer reaction, profits, and adaptability of the idea by the industry at large.

Mr. Warder underlined the fact that both active and associate members are eligible to enter the sales idea competition.

Last year's winner was the Franklin Ice Cream Company, Cleveland and Toledo, Ohio. The "idea-of-the-year" was the firm's annual "Franklin Day" promotion, designed to stimulate the ice cream consciousness of the public about one month prior to the hot weather season. Keynote of the merchandising program was a one-day price reduction sale, featuring cuts as high as thirty-three per cent from regular ice cream prices.

Newspaper and point-of-sale advertising focused attention of consumers on the promotion. Store posters installed two days prior to "Franklin Day" were supplemented with additional point-of-purchase material on the day of the sale.

All but one of the firm's retail stores doubled (or more than doubled) the sales of their best summer day in any year. And this accomplishment was recorded despite an all-day rain on the day of the sale!

In appraising the promotion, officials of the ice cream concern declared that it not only advanced the opening of the ice cream "season" but also upset the traditional relationship of weather conditions and ice cream sales. "Franklin Day" was held May 10, 1951.



AUGUST

SEPTEMBER

OCTOBER

Right Now

is the best time
to modernize
your packages

NOW . . . during the hot season . . . is the time to get your packages ready for next year. Now, while your problems are fresh in your mind, we can work with you to get the best designs and colors for *your* markets. You'll be wise to adopt a sales-producing Bloomer design . . . or revamp according to your own designs, with new colors for bigger "impulse" sales.



PLAN NEXT SEASON'S PACKAGES NOW

You can be *sure* of the package you want, ready when you need it . . . if you plan now. And there may be additional advantages: delivery dates can be scheduled, and other arrangements established for your protection. Plan now . . . and be sure. The coupon will bring help.

Quality Packaging

**BLOOMER
BROS. COMPANY
NEWARK
NEW YORK**

BLOOMER BROS. COMPANY, Newark, New York

Please have your representative call

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

for definite satisfaction

HOOTON CHOCOLATE FLAVORCOAT



pail coating made with
chocolate liquor • fast
setting reduces coating
costs • boosts the sales
of ice cream bars and
novelties •

also . . . "COATSWELL"
MADE WITH COCOA BASE

HOOTON CHOCOLATE CO.

Fine Quality Since 1897

NEWARK 7, NEW JERSEY

PRODUCTION

serien

GOOD HUMOR FIRM IS

IN ice cream industry circles, when talk turns to street vending, the conversation invariably revolves around the Good Humor Corporation. There probably isn't a literate soul—in or out of the industry—who isn't familiar with the tingling bells, the white-clad salesmen, and the products ranging from I-Stix to pint packages.

But how do these products get to the street trucks and tricycles? And how does the Good Humor management assure itself of profits based upon the efficient production of a wide variety of consumer-tempting items?

To learn the answers to these and other significant questions, an ICE CREAM FIELD reporter visited the company's only Eastern manufacturing plant at 46-81 Metropolitan Avenue, Maspeth, Queens, New York. Serving as a guide on the tour of the manufac-

turing facilities was E. J. Otken, production superintendent.

This large plant and its ten freezers turn out an average exceeding 500,000 units of ice cream each day. When the occasion demands, the total approaches 1,000,000 units. The output is delivered daily to branches in New York, New Jersey, Connecticut and Pennsylvania.

Essentially, production is confined to two types of products—stick confections and packaged goods. In the latter category are cups and pint containers. But even with this limited production schedule, everybody keeps busy.

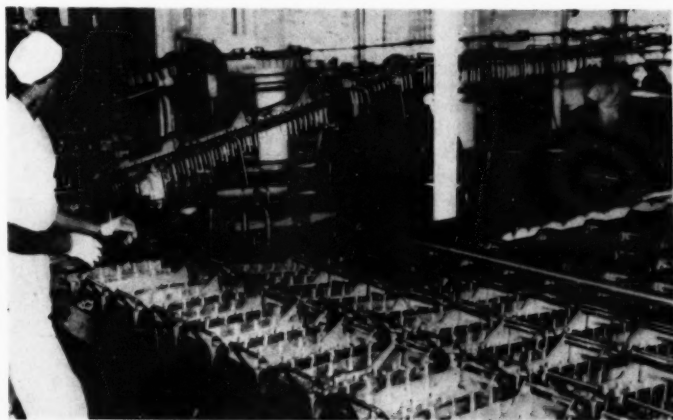
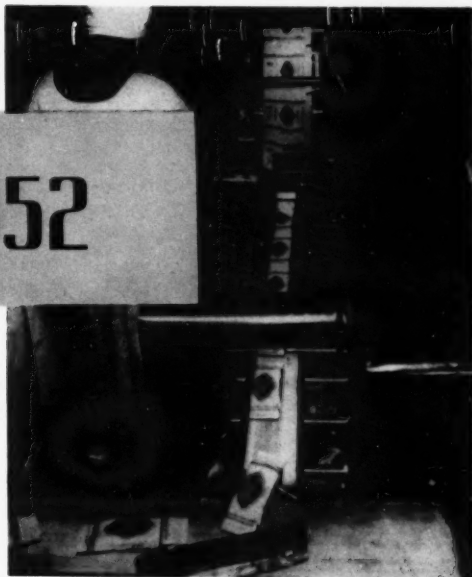
The cup filling operation involves three varied sizes of containers. A three-ounce cup, consisting of three ounces of ice cream, sells for ten cents. A four-ounce cup, consisting of three ounces of ice cream and



SET FOR 1952

one ounce of topping, retails for thirteen cents. Six-ounce cups, containing straight flavors, two flavors of ice cream, or one flavor each of ice cream and water ice, sell for fifteen cents.

In this department, Mr. Otken directed the attention of the magazine reporter to the production of sundaes. He said that an average approximating 500 dozen cups per hour is produced with the use of the recently-developed Triangle-Bagby filling machine.

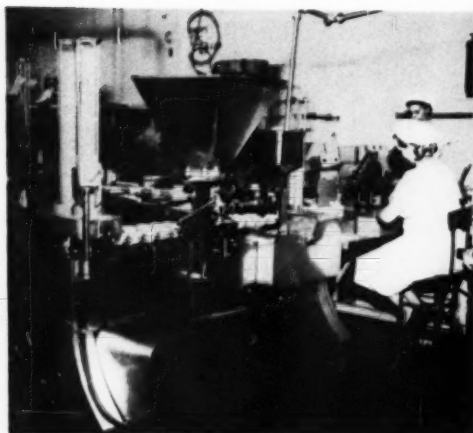


STICK CONFECTION production in Good Humor's New York plant exceeds 500,000 pieces daily. At the left is shown one of the three large brine tanks with stainless steel molds. Above is shown the automatic wrapping of coconut-coated ice cream bars. This device works on the "electric eye" principle.

It was observed that the ice cream left the freezer at twenty-two degrees and passed through the filling machine. Cups leaving twin dispensers were positioned on the in-feed conveyor, and pushed forward by a lug-chain. The cups were elevated under the filling head and, after receiving the ice cream, were lowered again to the conveyor belt. They moved along to the point where the chocolate syrup was ejected. Then, in the final phase of this automatic operation, the caps were applied, and the cups were moved along to two girls who packaged them twelve to a box. Another conveyor transferred the boxes to the hardening room. Altogether, three persons were involved in turning out these sundae cups.

Mr. Otken noted that the filling machine is capable of turning out up to one-pint cups. The machine is of stainless steel and nickel alloy construction, with hardened cams and precision parts. It is equipped with a ½ H.P. variable speed motor. Hopper capacity is fifteen gallons. The machine will not function if the cup is not elevated under the filler head.

The next stop on the ICE CREAM FIELD tour of the Good Humor plant was the stick confection department. Mr. Otken disclosed that three basic stick products are manufactured by his company. One is an ice cream stick with chocolate, coconut, macaroon or other coating. Another is an ice cream stick with water ice coating. The third is an all-water ice stick. The first



ABOVE: Cup filling operation involves new machine that turns out 500 dozen units per hour. The left photo shows the cups being filled, topped with syrup, and capped. The right photo shows the cups coming off the production line being boxed, prior to removal to the hardening room.



BELOW: One of three large trailers used to distribute Good Humor ice cream products. Each of the three vehicles has an hydraulically-operated loading elevator attached at the rear. This innovation has stepped up the loading process to the point where the 72,000 unit capacity trailer can be filled in ten minutes.

of these sells for thirteen cents, the second for ten cents, and the third for seven cents.

In all, Good Humor keeps three large brine tanks in operation. Each tank is "twelve molds wide and eighteen molds long." Each mold accommodates twenty-four units. The molds, incidentally, are of stainless steel, one-piece construction, and were supplied by Alloy Products Corporation.

While visiting the sick confection department, Mr. Otken called the reporter's attention to the process by which coconut coated ice cream bars are produced. After the bars were defrosted and had passed through the cooling tunnel, they were immersed, still in the stickholders, in a vegetable oil adhering agent. Then the coating was applied by an automatic coating ma-

(Continued on page 70)



*"Ripple" and "Wave"
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Registered



Do you want the industry's surest way to build ice cream sales? Then cash in on the "right" way by featuring Ripple Ice Creams, the same as hundreds of manufacturers all over the country are doing. Simply blend your own vanilla ice cream with ready-to-use Genuine Ripple Sauces.

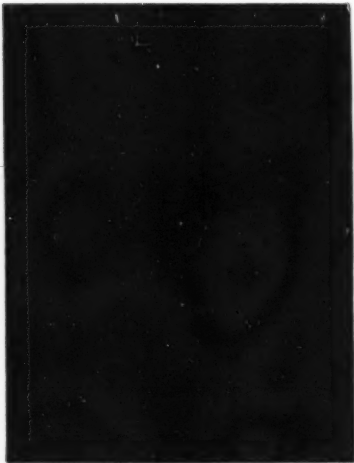
Eleven wonderful flavors—that blend right, melt right, freeze right, look right, taste right, and *sell* right. They have to be right—made by Balch, specialists since the first Ripple Ice Creams for over a decade. Write for details and prices . . . and for free advertising helps.

TECHNICAL HELP—Our trained specialists can help you in your plant . . . will be glad to show you how simple it is to use Ripple sauces three ways: for tart toppings, Sundae cups and pies; for flavoring ice creams; and for Ripple ice creams. Write us.

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.
CANADA: R. J. Campbell Co., No. 2 Dominion Road, Weston, (Toronto)



BY G. M. BRACKE
Rieck-McJunkin Dairy Company
Pittsburgh, Pennsylvania

Trends In Plant Design

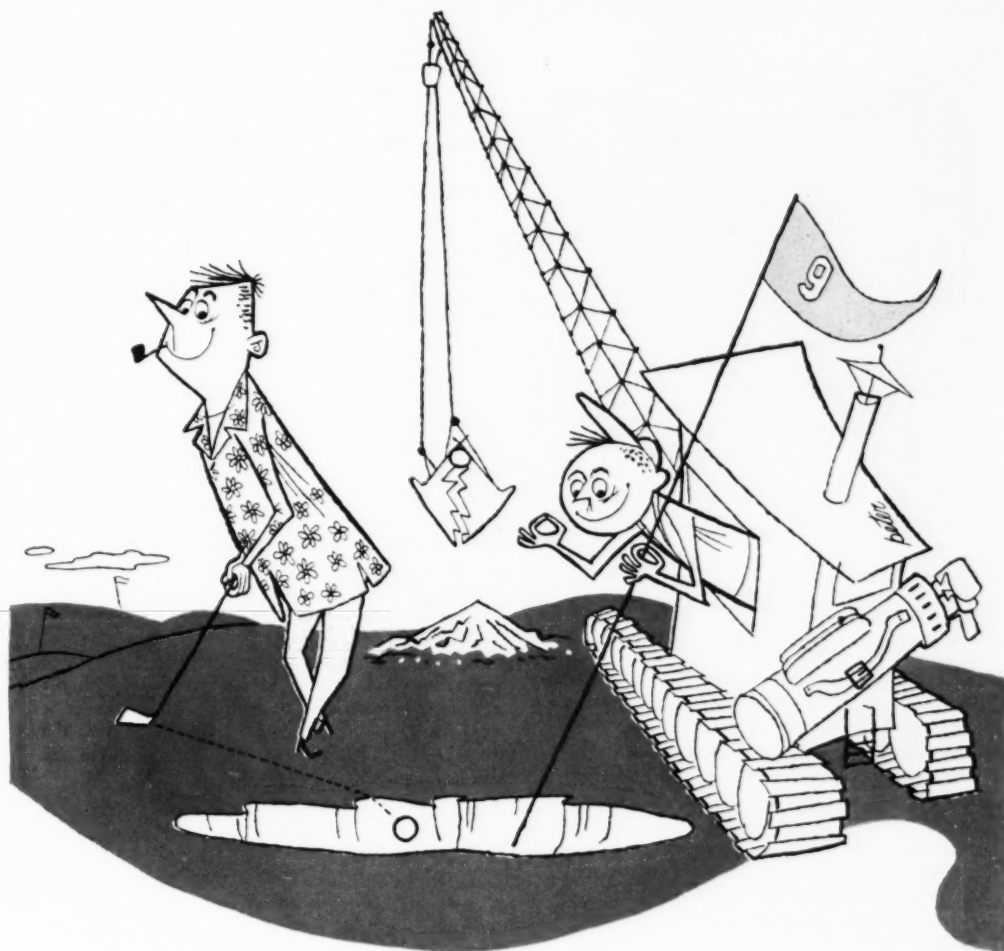


IN GENERAL, the recent trend in design of ice cream plants is of one floor plan construction. This type of designing is a good one because it allows for streamlining the operation. Such an operation can be supervised much better than one which is split up and housed in a multiple story building.

In planning a new ice cream plant I think there are certain major items that are basic which should be taken into consideration.

1. The location of the plant to the area which it is to serve is important.
2. Sufficient ground area should be available to satisfy the building or buildings plus ample parking area.
3. There should be enough space to allow for expansion of building or buildings.
4. There should also be, if possible, enough area to allow accessibility to the plant from all sides.
5. Plan the hardening room first and then build the rest of the operation around it.
6. Plan the entire structure giving full consideration to capacity of production required in the housing of raw materials, supplies, and finished product.
7. The floor plans and setting of equipment should be such as to allow for maximum flexibility of operation.
8. Give full consideration to details in construction and equipment setting to adequately carry on the best fly, vermin, rodent control and normal sanitary procedures.
9. Make sure that the power plant is adequate to handle capacity production.
10. The trend is to incorporate air conditioning in the building structure for at least the real work rooms of the building.

Inasmuch as we in Pittsburgh now are in the pro-



... in stabilizers, too, there's always one way that's

foolproof

STA-VEL, the CMC stabilizer
STA-TEX, the emulsified CMC stabilizer

Shooting for a *foolproof* way to make better ice cream? Switch to AMERICAN FOOD stabilizers! STA-VEL, the CMC stabilizer, and STA-TEX, the emulsified CMC stabilizer, give every mix tempting, sales-stimulating s-m-o-o-t-h-n-e-s-s... help you get and keep a bigger slice of the ice cream market.

A trial production run will show you why.

Write, wire, phone!

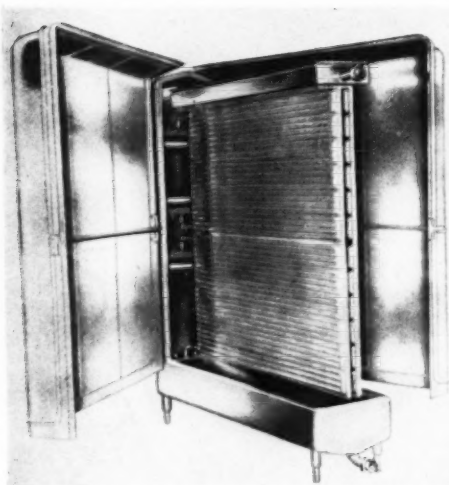


AMERICAN FOOD LABORATORIES, Inc.

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ICE CREAM FIELD, July 1952



400 GALLONS of mix per hour is the capacity of this forty-eight tube Mojonier cooler. Equipment of this type has been installed in the new Rieck-McJunkin plant described in the accompanying article.

cess of building a four and one half million gallon plant, I am going to discuss primarily our experience in planning and building this plant.

There is probably little to be said about the plant location itself excepting that in any case the plant should be located where you can move out from it and serve a total area with perhaps the least total amount of driving. It is, however, important that the plant be located in an area where all necessary utilities are available. Easy accessibility to the plant by employees is undoubtedly also important. It is perhaps always desirable, where possible, to locate the plant where railroad siding facilities can be made available. However, it may not be too necessary because of trucking facilities today.

Today, with traffic conditions as they are, we believe it to be important to have sufficient ground area to take care of what buildings are to be erected and also to have ample parking space and yard space available. Off-the-street parking today is almost essential. The use of transports in our business makes it necessary to have ample driving space about and around buildings for convenient, efficient operation. In our case, we purchased an area of about seven and one half acres of ground of which we are using approximately five and one half acres for buildings, parking space and driveway. This gives us ample space. We have two buildings on this plot of ground—the main processing building and a separate garage building. The main processing building covers approximately 52,000 square feet. The building itself is 254 feet in length by 217 feet in depth. Of the total ground area about fifty-

eight per cent is being utilized for parking and driveways. This particular operation does not house a retail store. If we had a retail store in the building we would undoubtedly want to provide considerably more parking area. The garage is of a size to house forty trucks and four transports.

In our case, the main building, the processing building, is of ample size to take care of the calculated gallonage. Additional ground space, as before indicated, is available for expansion of garage facilities, other shop facilities, etc.

In Pittsburgh, where the topography is hilly, it is quite difficult to acquire a plot of ground that is absolutely level. The ground area on which the Pittsburgh Sealtest plant is built has about a six per cent grade. Since the building is, as I indicated before, approximately 254 feet long, the grade permits us to have two levels and therefore there is a basement area under approximately one half of the building. It is accessible from all sides for various purposes. On the *south* side the basement floor is on grade with the normal ground level. On the *north* side the first floor, which is the processing floor, is on grade with normal level at that point. On the *east* side we have provided sufficient fill to maintain the same yard level as was held on the north side. This permits us free access on both the north and east sides of the building to the processing floor level. The *west* side of the building faces the street and is used only as a main entrance to the building.

It is, of course first necessary to know exactly what the capacity requirements of the plant are to be. In our case we determined gallonage of production required on an eight-hour day, five-day work week basis. In doing this we broke down this total gallonage into bulk gallonage, package gallonage and novelty gallonage, and from it determined the space required to house this type of finished product volume. Inasmuch as we want to maintain a level production schedule in order to operate as efficiently as possible, we determined that the hardening room on the basis of the work week mentioned had to be large enough to take care of five days' production. Our hardening room then is 12,600 square feet and will hold 125,000 gallons, not including floor space required for conveyors and aisle ways. We believe the hardening room should be of sufficient size to handle the maximum production and sales gallonage. In the past most hardening rooms were altogether too small. With the trend of packaged sales, greater space for finished products storage is required.

The hardening room is one large room. It is being refrigerated by circulating -20° dry air furnished by eight 15 H. P. King blower units. The air is distributed from blower units through air ducts equipped with ninety-six five-foot diameter anemostats. The anemo-

(Continued on page 67)



AFTER 22 YEARS ... still your best Ice Cream Promotion!



TO MANUFACTURERS, THE DIXIE FRANCHISE MEANS...

- Use of a nationally accepted symbol of dependability.
- Identification of your brand name in the home.
- The sampling of your quality product at a profit.
- Containers of highest quality and uniformity.
- Help in filling, distributing, selling YOUR Dixies.
- Support from years of consistent advertising.
- Effective dealer-advertising material FREE.

Back in the days of knickers and "our gang" comedies, Dixie's picture lid promotion was making pre-packed ice cream a great new money-maker. Today, in the age of the crew cut and atomic water pistol, Ice Cream Dixies continue to build more pre-packed ice cream volume than any other specialty promotion.

The reason is simple! Hero worship doesn't change with the years. Now, more than ever before, millions of children collect pictures of their favorite Hollywood and Cowboy stars by buying Ice Cream Dixies and saving the lids... and in collecting a complete set of 24 full-color pictures, each youngster buys a minimum of 288 Ice Cream Dixies. No wonder several manufacturers are selling over 1,000,000 gallons annually in Ice Cream Dixies!

Isn't it time YOU cashed-in on the increased volume and brand name sampling provided by Dixie's exclusive picture lid promotion? Write today for details!

ICE CREAM DIXIES

Dixie

"Dixie" is a registered trade mark
of the Dixie Cup Company

DIXIE CUP COMPANY

EASTON, PA., CHICAGO, ILL., DARLINGTON, S. C., FT. SMITH, ARK., ANAHEIM, CALIF., BRAMPTON, CANADA

ICE CREAM FIELD, July 1952



Defects In Ice Cream

AS an introduction to this subject, it might be well to take a look at the economic position of the ice cream industry. The real competition to ice cream in the future may not be from candy, pies, cakes and soda water but from imitation ice cream. Many of you have read in the trade publications about a new product in Texas called "Mellorine" which is oleo ice cream. All the ingredients are the same as found in ice cream, except in place of using butterfat at \$1.00 a pound they are using cotton seed oil at seventeen cents a pound. Naturally, this product can undersell ice cream just as oleo sells for less than butter.

If ice cream is to maintain its status in the face of this kind of competition, then we must do everything we can to give the consumer a top quality product. Why do people still eat butter when they can buy colored oleo at one-third the price? The main reason is that butter has the flavor and the texture that people want.

Flavor and texture are just as important to ice cream—the two items have a value of seventy-five per cent on the ice cream score card. Therefore, the subject of "defects" will be handled by using the score card as a guide and dividing it into five parts; i.e., flavor, body or texture, melting quality, color and package.

BY A. E. REYNOLDS

**California Department of Agriculture
Bureau of Dairy Service**

Flavor Defects. Let's start with the basic mix and the ingredients which go into it. The ideal mix is composed of fresh milk or skim milk, fresh cream, fresh condensed products or first quality powdered solids, clean sweetening and good stabilizer or emulsifiers or combination of both. The fresher the ingredients, other things being equal, the better will the mix be; and the more liquid dairy products used, the better the mix.

It is not always possible or practical to use fresh ingredients and sometimes we must resort to storage butter, plastic cream and sweetened condensed products. If you are going to store butter or plastic cream for future use, I recommend that the products be scored for flavor by an expert; testing for bacteria, yeast and molds and that samples be incubated for three days at 98° F. and five days at 70 to 75° F., then smelled to determine their quality. You will be surprised at the valuable information which may be had by this simple test. Many, many defects which go unnoticed by the organo-leptic tests will show up after incubation.

For best results the mix should be pasteurized at 165° and held for thirty minutes. Higher temperatures should be closely watched because milk near the boiling point liberates hydrogen sulphide which is believed by some authorities to be responsible for undesirable flavors associated with a "cooked" taste. It is then homogenized at an average of 500 lbs. on the first valve and 2,000 lbs. on the second valve and cooled immediately to below 40° and frozen the same day or as soon as possible after three hours' aging—or frozen at once. Much mix is now processed and frozen immediately with good results.

High pasteurizing temperatures used on mix destroy

(Continued on page 71)

There's always something



NEW

at **VIRGINIA DARE**



Virginia Dare Swirllette Sauces

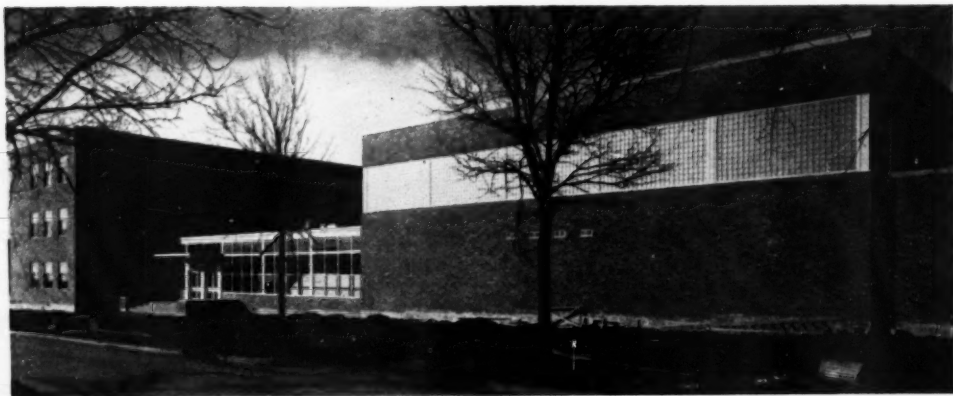
A new twist on an old favorite! Combine 10% of Virginia Dare Swirllette Sauce with your vanilla to produce the popular "marble-like" ice cream look. Extra uses too: Cool Virginia Dare Swirllette Sauces at close to ice cream temperature to use as delicious Ice Cream Tart Toppings or in Sundae cups. Available in Butterscotch, Chocolate, Claro, Raspberry and Licorice. Packed in 1 gallon wide-mouthed jars for easy use.

Virginia Dare Coffee Caramel

A happy marriage of coffee and caramel produces this exciting new baby! A brand new Virginia Dare flavor specialty with a distinctive new taste—a bright coffee tang with a caramel undertone. If you're looking for something a little different and definitely delicious, ask your Virginia Dare Flavor Representative for Coffee-Caramel. 7 to 8 oz. of flavor to 5 gallons mix is your recipe for stimulating sales.



VIRGINIA DARE EXTRACT CO., Inc.
Bush Terminal Building No. 10 Brooklyn 32, New York



New College Dairy Plant

FOR a quarter of a century attempts have been made to obtain a modern building for the instructional and research work in the dairy field at Oregon State College. Periodic appeals for funds were made by members of the Oregon Dairy Manufacturers' Association, now *Oregon Dairy Industries*. Resolutions calling attention to the unsatisfactory facilities available for the work in dairy manufacturing and requests for a new building were made annually for many years.

The college administration took cognizance of the appeals and, when the postwar building program for Oregon State College was planned, a dairy manufacturing building was placed at the top of the list of needed buildings.

Later, it was decided also to provide complete office and classroom facilities in the proposed structure for both the Dairy and the Animal Husbandry departments.

Plans For The Building

The plan called for the construction of a three-unit structure: (1) a three-story classroom-laboratory-office building; (2) an auditorium; (3) a dairy products

laboratory, main floor and basement. The complete building would be of reinforced concrete, with brick facing; glass blocks to admit daylight to be used entirely in the dairy products laboratory; the huge structure to rest on piling so that no cracks would develop due to uneven settling.

The sole object of the planners was to construct a building that would be of service to the State of Oregon, and that would be built of such material and be so arranged that it would be useful for its purpose for several generations.

Many factors were considered in connection with the dairy products laboratory rooms. Some of these were: floor material and drainage, wall material and color, purity of the air, lighting, ventilation, dust and insect control, noise control, location of utility lines (electric, steam, cold and hot water, chilled water, used water return), construction and location of refrigerators, cheese curing, starter preparation, testing of dairy products, etc.

The over-all dimensions of the three-section structure are 260 feet by 180 feet.

Description Of Withycombe Hall

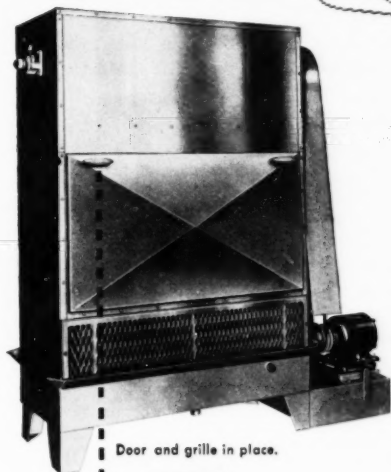
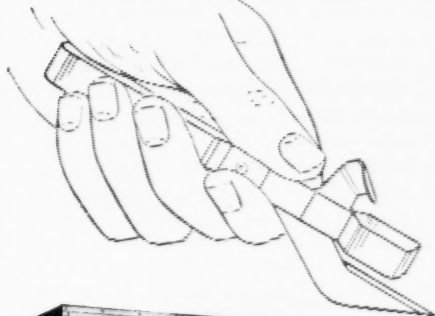
The new building, known as Withycombe Hall, is composed of three units. The first unit contains offices, lecture rooms, and laboratories. It is three stories high, fifty-six by 167 feet. All rooms, except some store-rooms where the building adjoins the auditorium, admit daylight through sections of clear glass and glass block.

The corridors that run the whole length of the building on each floor are located off-center. This permits

BY PROFESSOR G. H. WILSTER

*Oregon State College
Corvallis, Oregon*

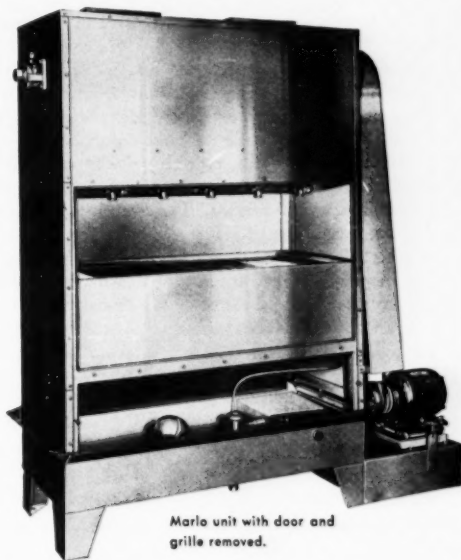
Accessible with handles... instead of a can opener



Door and grille in place.



Corrosion-proof solid bronze door type handles used on Marlo equipment.



Marlo unit with door and grille removed.

Efficiently Engineered Marlo Units

...For Easier Servicing—Conveniently placed doors with bronze handles give immediate access to all working parts of Marlo Cooling Towers and Evaporative Condensers. Two screws free the grille for cleaning sump tanks.

...For Better, Longer Service—Marlo Cooling Towers and Evaporative Condensers operate economically (with up to 95% water savings)... quickly—with no roar of fan blades... and their exclusive "Lektro-Tektor" sump tank unit guards against electrolytic corrosion... all design features by Marlo that mean more dependable, economical operation for your customers!

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***Marlo* COIL CO. • 6135 Manchester Rd. • St. Louis 10, Mo.**

There's a best time for everything...
and the best time to remind customers
of your ice cream brand is when they're
enjoying its goodness. That's why so many
progressive ice cream makers keep their
names or trademarks on the Lily* Cups and
Containers in which they sell their
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a Lily Cup is your best billboard

Lily Ice Cream Cups are constructed
to meet every test of filling, capping,
handling and use. They're sturdy, colorful
and handsome. Would you like to discuss
how to build a bigger market for your
ice cream with a trained Lily
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There's a Lily Cup or Con-
tainer for every ice cream
need, in stock designs or
specially printed. Lily Cups
come in 3, 3½ and 4 ounce
sizes... Lily Containers in
5, 6, 7, 8 and 16 ounce sizes.

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on one side offices of the desired size and on the other side allows more space for classrooms and laboratories. The offices for the instructors, extension specialists and secretaries extend fourteen feet from the outside wall to the corridor wall. The classrooms and other rooms extend from the corridor wall thirty feet to the outside wall.

The building is heated by hot water circulated through convectors. The classrooms, laboratories, and corridors are ventilated by forced air; the ceilings are covered with acoustic tile for noise reduction.

The auditorium, the central unit, is a one-story structure, sixty-three feet by sixty feet. Arranged as a theater, it seats 230 persons. The room is mechanically ventilated and heated. The ceiling is covered with acoustic tile. Indirect electric lighting is employed. The room will be used for lectures and demonstrations, and for meetings held at the college by dairy, livestock, and other groups. The auditorium is equipped for visual aid. A well-appointed cloak room adjoins the auditorium.

The third unit houses the dairy industries laboratories. It has a main floor and a full basement. Overall dimensions are 141 feet by 180 feet. The center portion, eighty-seven feet by 146 feet, has a height of twenty-two feet from the ground floor to the ceiling.



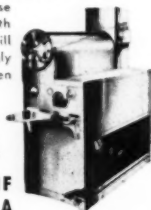
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CAN MEAN MANY THINGS...

Sani-Serv MEANS ONLY THE HIGHEST QUALITY

Love is where you find it. And you'll surely find it when you install a Sani-Serv, America's foremost continuous direct draw Dairy Freezer. You'll Love the precision stainless steel construction, the Economic Selector, and the noiseless automatic operation. More profits are yours too, because Sani-Serv gives you continuous operation with minimum upkeep costs. And your customers will Love the creamy-smooth, delicious, increasingly popular Ice Milk, Soft Ice Cream, and Frozen Custard dispensed by the Sani-Serv.

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The basement extends under the complete structure. The floor is of concrete, sloped for drainage. The height from the floor to the ceiling is twelve feet. A section of the basement is used for the seventy-four-horsepower steam boiler and accessories.

Along one side of the basement are located six insulated rooms designed for the curing and storing of several varieties of cheese. The floors, walls, and ceiling of each room are covered with tile. Automatic temperature and humidity controls are provided.

On the other side of the basement are located several technical laboratories that are to be used for courses in dairy technology, testing and technical control methods, and for research involving chemical and bacteriological studies. Walk-in incubators and refrigerators are located adjacent to these laboratories, as are also supply rooms and a room for washing and sterilizing. An unfinished pilot laboratory room is also located in the basement.

The basement will be used for general storage of supplies and manufactured products such as dry milk and dry whey. The space is also used for the compressors for refrigeration, electric transformers, chilled water system, water heaters, and for a repair shop. The basement has a ventilating system.

On the main floor are the rooms for the dairy manufacturing work. The center high-structure portion is divided into two parts. One part, which is eighty-seven feet by 106 feet, is designed for the manufacture of all dairy products. It has no partitions and no overhead installations. This permits a flexible, efficient operation. The other part, which is forty feet by seventy feet, is divided into three parts: (1) for milk receiving, (2) for bottle washing and supplies, and (3) for pasteurizing and handling fluid milk products.

The room for pasteurizing and handling fluid milk products complies with the State Department of Agriculture's requirements for grade A facilities. The room measures thirty-six by thirty-nine feet. Several fluid milk products can be handled by the clarifying, separating, cooling, pumping, storing, pasteurizing, homogenizing, and filling equipment located in this room. A refrigerator eighteen by nineteen feet adjoins the room.

Extending along the sides of the large manufacturing room are refrigerators for butter and ice cream, starter room, supply rooms, dairy products testing rooms, dairy products judging room, observation platform, locker and wash rooms, and a dairy products sales room.

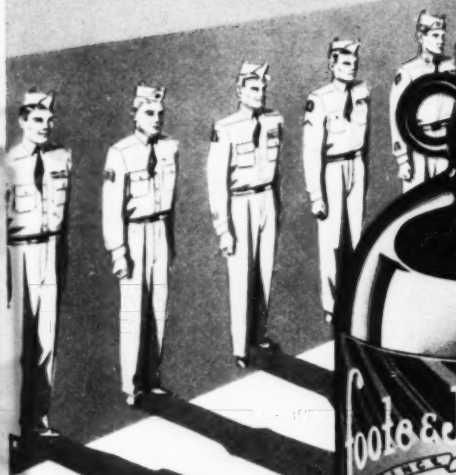
The floor in the manufacturing room is of concrete over which is laid non-skid vitrified brick, joined with resinous cement mortar. The floor slopes $\frac{1}{4}$ inch per foot toward the drains. High points of the floor are along the four walls and lengthwise through the center.

(Continued on page 74)

SELLING

Selection

MERITORIOUS



FOOTE & JENKS
JACKSON, MICHIGAN

Beverage Firm Ties In With Bulk Ice Cream Campaign

FURTHER impetus to the New England bulk ice cream campaign that in July entered its fourth month was provided June 19 by the publication of a large newspaper advertisement in the *New Haven Evening Register* which focused public attention on homemade ice cream sodas. In a significant cooperative effort, the advertisement pictured a large bottle of soda and the "big bucket" of ice cream and was sponsored by the Cott Beverage Corporation of New Haven, Connecticut.

Copy in the advertisement described the combination as "your biggest buy in refreshment . . . the 'big bucket' and the big bottle!" It was emphasized that "your favorite drug store sells freshly-dipped ice cream in the 'big bucket'."

The "big bucket" is a special container filled with ten generous #24 scoops of ice cream. Six competing ice cream manufacturers in New Haven introduced it collectively in June through their retail outlets and decided to continue promoting it this month. The "big bucket" is the third ice cream item to be included in the bulk merchandising program. It was preceded by the "big three" ice cream cone in May and the "banana boat" creation in April.

Participating in the correlated program to promote freshly-dipped ice cream in the New Haven market are the Borden Company, Breyer Ice Cream Company, Brock-Hall Dairy Company, General Ice Cream Corporation, Golden Crest Farm Ice Cream Company and H.

P. Hood and Sons. Representatives of these concerns meet periodically to develop plans for appropriate promotions, and these plans include, among other things, a co-

operative advertising schedule designed to publicize bulk ice cream and each month's specific promotion continuously.

Typical is the schedule estab-

Oh Boys!

Cott AND ICE CREAM

Make delicious ice cream sodas at home... easily and inexpensively!

Your biggest buy in refreshment...
THE BIG BUCKET AND THE BIG BOTTLE!

Cott MAKES ICE CREAM TASTE TWICE AS GOOD!
TOPS IN TV: "COTT MOVIE TIME" WHNC-TV, FRIDAYS, 11:30P.M.

PRICE LIST:

- 98¢
- 79¢
- 9¢
- 39¢
- 75¢
- 39¢
- 45¢
- 29¢
- 69¢
- \$1.59
- \$12.39
- \$14.25
- 2.98
- 43¢
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BANANAS
LAWSON
FRIED
BROCCOLI

NEW NA RED RICE CALIF

50 Bro

NEW HAVEN newspaper readers saw the adjacent advertisement on June 19. It called attention to the "big bucket" and to Cott beverages and suggested the ease with which homemade ice cream sodas could be prepared.

Selling Magic

NELSON'S 3-dimensional MERCHANDISER

Focal point for sales! Shining bright, crisp, inviting — these newest of Nelson's super-sellers appeal to the eye and the appetite — create an irresistible urge to buy — sheer magic that turns people into buyers, continuously, profitably.

More beautiful than ever — combining all of Nelson's 54 years of experience, engineering leadership and the finest of materials and craftsmanship — promising, by proved performance records, perfect product protection under all conditions, and the most in dependable service at the lowest possible cost.

Brilliant, interchangeable natural-color, 3-dimensional pictures — sliding doors acknowledged the finest, most rugged on any cabinets — all steel frames, stainless steel top with cork insulated sub-top, 4" cork on the bottom — and a dozen other features will convince you that Nelsons are still "Built Up To A Standard, Not Down To A Price" — that Nelsons are still *Your Best Buy!*

Write For Catalog



Prompt shipment from Nelson warehouses: Chicago • Pittsburgh
Reading, Pa. • Houston • Dallas • Highpoint, N. C. • Washington, D. C.





HOW
TO BE
FAMOUS
FOR
ICE CREAM

DEPEND ON DELICIOUS

Johnston **MARBLEIZED FLAVORS**

Johnston

CHOCOLATE MARSHMALLOW

Johnston

CHOCOLATE MARBLE

Johnston

**MARBLE
BUTTERSCOTCH**



Makes even the finest ice cream better! That's what they say about delicious *marbleized* ice creams. Give your ice creams the advantage of this big extra sales push. Dress up — trade up — with Johnston Marbleized flavors. Sales tried — sales proven — they give fine ice creams a new touch — a new flavor goodness. So, see your Johnston representative now. Ask him about the hard-hitting point-of-sale material Johnston provides to help you sell.

ROBERT A. JOHNSTON COMPANY
Milwaukee, Wisconsin • Hillside, New Jersey

Johnston
CANDIES AND CHOCOLATE

Trade Copies New Haven Program

THURSDAY, JULY 11, SAT. EVENING

**THE BIG BUCKET
FOR SUMMER FUN**



10 BIG SCOOPS
A BUCKETFUL
OF ICE CREAM

Delicious, nutritious, freshly dipped Borden's ice cream! Wonderful treat for young and old. Get a bucketful of ice cream today from any Borden dealer. In your choice of flavors . . . And here's an idea: Use the individual scoops of ice cream with your favorite carbonated beverage to make ice cream sodas at home.

MOST PEOPLE PREFER
FRESHLY-DIPPED
ICE CREAM

Borden's Ice Cream

139
QUALITY
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has
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5209.95
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lished for this month. The "big bucket" will be advertised in local newspapers on July 1 and 25 by the Sealtest branch, on July 2 and 24 by H. P. Hood, on July 3 and 23 by Breyer, on July 9 and 18 by Brock-Hall, on July 10 and 17 by Borden, and on July 11 and 16 by Golden Crest.

Each advertisement includes an illustration of the "big bucket" with the name of the item, the slogan "most people prefer freshly-dipped ice cream," and the suggestion that the scoops of ice cream could be used along with carbonated beverages to make ice cream sodas at home.

The Cott advertisement resulted from the ice cream group's decision to solicit tie-in merchandising aid from New Haven's soda manufacturers.

Meanwhile, interest in the New Haven cooperative effort involving competing ice cream firms is spreading across the country. Many inquiries have been received from manufacturers in which permission has been sought to duplicate the monthly bulk ice cream promotions.

Boston ice cream manufacturers, with Chester Hacker of Haines-CeBrook, Inc., Lynn, Massachusetts serving as Chairman, have organized a committee to promote bulk ice cream in that market. This group sponsored a "big three" cone promotion in June.

In other parts of Massachusetts, as well as in Rhode Island, ice cream manufacturers are cooperating or planning to cooperate in similar campaigns, according to Malcolm D. MacLeod, Secretary of the New England Association of Ice Cream Manufacturers.

Predicting a "marked increase" in bulk sales within six months, Mr.


TYPICAL ADVERTISEMENT used to publicize the "big bucket" is shown above. All manufacturers' ads follow the same pattern. See cut on page 59.

HERE'S HOW five competing firms advertised the "big three" ice cream cone. The ice cream companies agreed that their ads should have common theme and illustration.

so contributed will be used to help defray the expense of developing future promotions for "freshly dipped ice cream," and to cover the cost of providing minutes to contributing groups.

"6. The New Haven committee will send to the chairman, or secretary, of any contributing group, a full set of minutes of the meetings of the New Haven group, samples of the point of sale material used in the New Haven promotions, as well as any other pertinent information that such contributing group may desire. It is the considered opinion of the New Haven committee that the success of any promotion under this program depends upon very careful coordination of all elements of the promotion and correlation by the participating companies, of





Sensational, Money-making Idea

➔


Thick shakes and malts

FREE!

We supply advertising and sales material

- ▶ 16 and 24 oz. FroZo cups
- ▶ attractive FroZo straws

Formula Service and Information
on request...Just drop a line to:



➔

G. P. Gundlach & Company

1200 W. EIGHTH ST., BOX "A" CINCINNATI 3, OHIO

MacLeod declared that the cooperative program "is the best step for furthering the sale of freshly-dipped ice cream that has been developed either in New England or any other part of the country, providing all of the manufacturers in a given market support such promotions enthusiastically."

In order to encourage the promotion of freshly-dipped ice cream by the entire industry, and in view of

the inquiries received from various parts of the country, the New Haven manufacturers last month adopted the following resolution:

"1. That participating companies, either individually or, preferably, in collaboration with other companies, may use the test market promotions in any other market in which the participants operate. It is hoped that promotions will not be released in markets other than

the test market earlier than one week subsequent to the release of the promotion in New Haven.

"2. That non-participating companies should be free to use test market promotions, provided the use is on a group and correlated basis, such as an association group. It is hoped that promotions will not be released by such groups earlier than thirty days after they are released in the test market.

"3. Any group of ice cream manufacturers wishing to use the point of sale material developed by the New Haven group may copy and purchase the material anywhere they please, or the New Haven committee will be happy to refer them to the supplier of the material to the New Haven group.

Contributions Invited

"4. The ice cream manufacturers participating in the New Haven correlated program offer the results of their activity to other groups in the industry without charge or obligation. However, it should be pointed out that in addition to a considerable amount of work and effort expended in the development of these promotions, there has been entailed a considerable expense. Some of the participants operate only in a restricted area, and although the expense involved in some of the test promotions has been disproportionate, these companies have been very happy to make this contribution, in the hope that the industry at large might be alerted to the importance of awakening interest in "freshly dipped ice cream."

"5. Any group of ice cream manufacturers using the New Haven promotions, and feeling disposed to contribute to the development of further promotions by the New Haven committee, may do so by sending a check to A. E. Hall, Trustee, 1204 Whitney Avenue, Hamden, Connecticut. Any funds



Don't let rising food and labor costs and specialty store competition make ghosts out of once-profitable fountain operations. Popular specialties like soft ice cream, frozen custards, milk shakes and malts served fresh from a SWEDEN Speed Freezer quickly build new volume, stimulate both soft-serve and factory-packed ice cream sales.

You and your dealers will find new merchandising incentive in SWEDEN's stretching of ice cream profit margins. Food and labor costs are cut sharply . . . you control portions and consistency. Milk shakes are made 6 to 8 times faster with less labor.

For details from your local dealer refer to classified phone listing "Ice Cream Freezers," or write, wire or phone:

Model 1-130A20. Double head continuous freezer. Completely automatic operation for continuous production of soft ice cream, malts and shakes. Rotary switch over each head permits controlled feeding of mix into cylinder.

SWEDEN can help you meet—and beat—your sharpest competition with models designed for installation in existing stores and fountains.

SWEDEN SPEED FREEZERS

SWEDEN FREEZER MANUFACTURING CO.
DEPT. A-3, SEATTLE 99, WASHINGTON

the
FOUNTAIN
FREEZER



what's new in today's mail?

"The vanilla crop is ready . . . Now's the time to buy . . ." A day's mail at Michael's brings reports like this from all the vanilla-growing centers of the world . . . keeping a sensitive finger on the pulse of an industry, revealing the right time to buy.

It's the selection and blending of these superior beans with the fortifying agent vanillin that insures the distinctive, delightful uniform character of Mixevan Powdered Vanilla Flavoring.

This character, which imparts to leading brands of quality ice cream a steady, delicate, delicious flavor, simply cannot be approximated by extracts. And it's this flavor that has brought a still different stamp to Michael's mailbox . . . an overwhelming stamp of approval from the public.



America's Favorite

Michael's Mixevan

The Powdered Vanilla with the Locked-In Flavor

DAVID MICHAEL & CO., Inc.

Half a Century in the Flavoring Field

3743-63 D STREET • PHILADELPHIA 24, PA.

Other Vanilla Products by
Michael for Special Uses
TRUE VANILLA SUGAR
for custom made ice cream
TWIXT for popular-priced
ice cream
CREST for use
in novelties

For further information and prices see our representative or write direct

the media used in connection with a specific promotion.

"7. The New Haven committee will appreciate data on new or suggested promotions developed by other groups.

"8. It is urged that groups which promote 'freshly dipped ice cream' adopt the slogan 'most people prefer dipped ice cream,' in the hope that this slogan may be-

come universal with the ice cream industry."

Preliminary reports on the New Haven "big three" promotion indicate varying results. Generally speaking, the campaign did not "take" as well as the "banana boat" program, but this was attributed to the fact that dealers who were dispensing cones containing various sized scoops and selling them for different prices offered resistance if

their normal pricing structure did not fit the pattern of the "big three" promotion.

However, those dealers who handled the "big three" cones enjoyed substantial increases in gal-lonage.

"Banana Boat" Results

With regard to the "banana boat" it was reported that the correlation of sales activities and advertising by the participating companies resulted in a stimulation of overall ice cream sales, and further, a marked improvement in bulk ice cream sales by dealers using the promotion.

Figures compiled by the New Haven committee indicate the salutatory effect on sales of the "banana boat" program. Comparisons were made of sales to identical dealers for April 1951 and April 1952, the month of the promotion.

Dealers Report Gains

Dealers who used the promotion showed an average increase in the sale of freshly dipped ice cream of 22.8 per cent. Dealers who did not use the promotion showed an average increase of 3.25 per cent. One of the participating companies reported that identical dealers not using the "banana boat" promotion showed an increase of sixteen per cent and dealers using the promotion in the test market had a forty-five per cent increase in sales of freshly dipped ice cream and a forty-nine per cent increase in ice cream sales of all forms.

It was the view of the committee that the results of the first month's promotion can be considered only as indicative of the possibilities in this type of correlated program, but that any true measure of the value would have to await results covering a series of promotions over a longer period.

July 4th, or any other day... every body loves THICK SHAKES AND MALTS. Just serve 'em, then stand back and watch fountain sales SKYROCKET!

There's more profit in making thick drinks in pint paper cups and metal collars. Eliminates mixing cups, glasses, dishwashing. Allows exact PORTION and COST CONTROL.

MULTIMIXER-5
The only mixer with a heavy duty "professional" type motor. No matter how thick the drink, it mixes smoothly, quietly. Both Multimixer-5 and the new Multimixer-3 are being made ONLY with HEXAGON BASE.

sales skyrocket when you serve thick shakes and malts!

Want to sell the best shakes and malts in town? Write us for complete details. Also ask for article on how one of America's largest drug chains switched to THICK DRINKS and boomed business overnight.

PRINCE CASTLE Sales Div., Inc.
La Salle-Wacker Bldg., Chicago 1, Ill.

New Ice Cream Vending Machine Has Twice the Capacity of Others ...Costs Only Half as Much

Amazing SMITHCO Vendor holds up to 300 "Totem Pole" Ice Cream Bars in vending mechanism...costs only \$395.00!

The largest vending machine available up till now sells for around \$800.00 and has a capacity of only 150 bars. But the new \$395.00 Smithco Vendor handles up to 300 bars—and it doesn't take long to figure what *that* capacity can mean in terms of increased volume . . . as well as in reduced service expense. With the Smithco Vendor, *one* man and *one* truck can service many more machines and make far fewer calls than with any other vending unit!

How the Smithco Vendor operates

300 Totem Pole ice cream bars are "stacked in" . . . dumped from 2½ dozen bar cartons. It is not necessary to handle *each* bar. (And that means less service time *per machine*.)

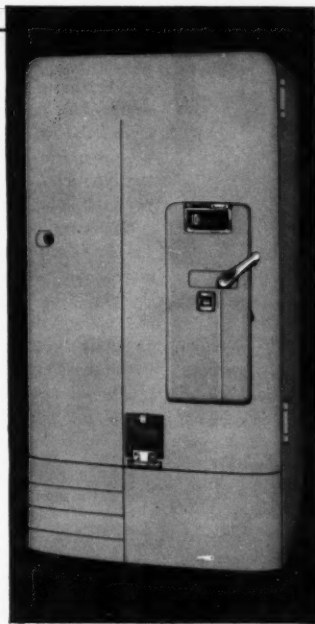
The vending mechanism means *one* moving part . . . nothing to go wrong. The bars are agitated as they are indexed for vending. Roller bearings carry bar down incline to front opening . . . no jams . . . perfect vending. A positive air seal door closes after each vending . . . no "freezing" of bars in mechanism. The product hopper and vending mechanism merely lift out to remove . . . there are no fastenings to fool with. Cold walls are easy to reach for defrosting. In case of melt-down, entire hopper lifts out—bars and all.

The entire Smithco Vendor—through use of handle and casters on the back—permits *one man* installation. And, incidentally, this is an excellent feature for locations where machine is taken in and locked up at night.

Why "Totem Pole" bars are unique

"Totem Pole" is the *first* completely sealed, sanitary packed, fool-proof design, ice cream bar to hit the market!

With no other bar can you stress *absolute* cleanliness, but with "Totem Pole," the ice cream is *untouched* from



SMITHCO VENDOR. Capacity: 300 "Totem Pole" ice cream bars. Height: 57¾ inches. Width: 28¾ inches. Depth: 20¾ inches. Color: Bright yellow. Price: \$395.00. F.O.B. Factory.

filling machine to customer's hand. The entire filling operation is done by our automatic packing machine. And even in the customer's hand, "Totem Pole" is a package which protects as the ice cream is eaten. "Totem Pole" is perforated in the center so that purchaser can snap it in half to form two separate bars . . . ideal portions for smaller children.

"Totem Pole" is a package which dispenses smoothly . . . is handled with ease . . . and without breakage. And the bars may be made in *all* flavor combi-

nations—even *sundaes* . . . with a core of chocolate or other filling.

It has been proved practical

One of the most prominent dairies in the Midwest has been manufacturing "Totem Poles" and vending them in a number of Smithco machines for the past two years—with yearly sales averaging 72 bars per machine per day.

Here are the profit possibilities

At a retail price of 10¢ per "Totem Pole" bar, *one* machine with a per-day sale of 4 dozen bars would return \$1.24 net profit—or \$8.68 net profit per week. (And 4-dozen bars are far lower than the average shown in actual sales experience!) When you project that profit figure to 10 or 20 or more machines, you can visualize the tremendous possibilities.

We urge you to act promptly

The 300-bar-capacity Smithco Vendor is now available for sale at the price of \$395.00, F.O.B. factory . . . and orders are now being taken.

We urge you to act promptly, since—in all fairness—we intend to fill orders on a basis of first come, first served.

We invite enthusiastically your further inquiries about the new Smithco Vendor and "Totem Pole" Ice Cream Bars. Write to us today. Your letters will receive our prompt and courteous attention.

Smithco,

INCORPORATED

705 JEFFERSON BLDG.
PEORIA 2, ILLINOIS

Price quoted is subject to
change without notice

The Sales Exec Was BLUE . . .



. . . Until He Got Bawled Out!

THE following incident took place in a large Midwest ice cream plant a few months ago:

The President of the company summoned his sales manager and asked for a gallonage report for the first quarter of 1952. When the top executive had seen it, he groaned.

"What's the matter, boss?" asked the sales manager.

"I don't like what I see," was the answer.

"You can't mean that, boss. Our sales are up seven per cent over last year's."

"Yes, I know," acknowledged the President. "But what's happened to our cone sales? I see you still have on hand the cones we ordered in January."

"Oh that," the sales manager said, glumly. "That's been a problem."

"What kind of problem?" the boss wanted to know. "Have people stopped eating ice cream cones?"

"No," was the answer. "The dealers say there's no profit on them. You see," he continued, "we thought

we'd sell some five-cent cones but costs went up, and it became impossible. Dealers even say there's no money in the ten-cent cones."

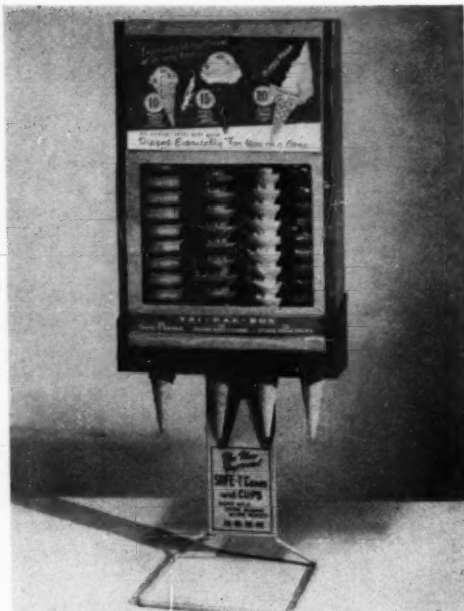
Impatiently, the boss demanded: "Have you suggested fifteen-cent cones, even twenty or twenty-five-cent cones?"

The sales manager was dumbfounded. "You don't mean it, do you, boss?"

The boss was getting angry. "Of course I mean it. Have you tried it?"

"No, I haven't. People won't spend that kind of money for ice cream cones."

"They won't, eh?" the boss demanded. "What's the matter with you, anyhow? Didn't you tell me just yesterday about that roadside dairy stand you stopped at last Sunday while you were out driving with the family? Didn't you brag about the fact that each of your kids ate two full cone cups full of the soft-served



ice cream? And didn't you tell me that you spent about two dollars there before you were through?"

"Oh," said the sales manager, weakly.

"Is that all you can say?" stormed the President. "Look, you know as well as I do that these dairy stands all over the country are selling cones and cone cups for fifteen, twenty, and twenty-five cents."

"I guess you're right, boss," the sales administrator said.

"Well, stop guessing and do something about this," the President ordered. "If you ask me," he declared, "this cone situation is just a bad case of laziness and lethargy. You've got a fine chance to do a real merchandising job, and you've muffed it so far. Don't you realize those cone sales will build our bulk gallonage way up? And cones get people into the ice cream

MULTIPLE SCOOP ice cream cone sales are facilitated with the Tri-Pak Safe-T cone dispenser developed by Illinois Baking Corporation. The unit accommodates thirty-two regular cones to retail at ten cents each, sixteen super cones to sell at fifteen cents, and sixteen "Pikes Peak" cones (holding a "mountain" of ice cream) to sell at twenty or twenty-five cents. A special "sampler" package, designed to demonstrate ice cream cone sale profits, has been made available by the cone concern.

buying habit—you ought to know that! Come on, now, get your salesmen on the ball."

The sales manager started to leave.

"One more thing," the boss told him. "I still feel you can sell ten-cent cones and even five-cent cones to the kiddies if you push them hard enough. That's the point—you can sell anything if you merchandise it."

That was about three months ago. The sales manager, thoroughly awakened, organized his staff into an educational organization. Sales personnel visited dealers, explained in specific detail the amount of profit involved in handling ice cream cones, especially multiple scoop servings, and provided the retail stops with the necessary supplies. Then, one day about two weeks ago, the President of the ice cream company called in the sales manager. The following conversation ensued:

"I'm curious about this memorandum you sent me," the President said. "The one about ordering more cones."

"Yes, we're all out of them," the sales manager said. "Or we will be, by the end of the week."

"Didn't you just order a large shipment about three weeks ago?" the boss asked.

The sales manager nodded his head. "I can't understand it," he said. "Our cone sales have jumped so high I can't even keep track of them."

"Yes, we're doing good volume there," the boss agreed.

"Good? It's tremendous," the sales manager waxed enthusiastic. "And, say boss, how about a raise?"

"A raise? You're not due for a raise. What makes you think you should have a raise?" the boss asked.

"For my idea about pushing the cones," the sales manager answered, confidently. "It's the greatest idea I've had in years."

Amerio Refrigerated Bodies

designed for Your Convenience and Your Chassis

Custom Built and Production Priced

You get maximum payload, modern styling, accessibility, capacity and convenience with longer life.

Let your next refrigerated body be an "Amerio" and know why we say "Serving the Better Buyers".



SELF CONTAINED
DRY ICE
AMMONIA

Let Us Quote



REFRIGERATED TRUCK BODIES

REFRIGERATING EQUIPMENT CO., INC.
128-36 Forty-Fourth St. Union City, New Jersey

"Serving the Better Buyers"

DRY ICE EQUIPMENT REFRIGERATED EQUIPMENT

It PAYS to do it the VITAFREZE Way!



2

**COMPLETE
VITAFREZE**
Reg. U. S. Pat. Off.

UNITS INSTALLED BY

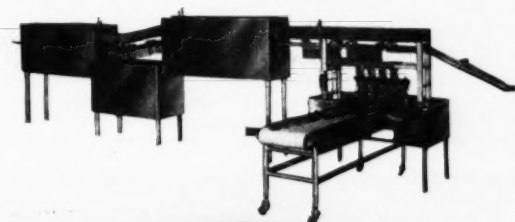
COBLE DAIRY PRODUCTS

Lexington, North Carolina

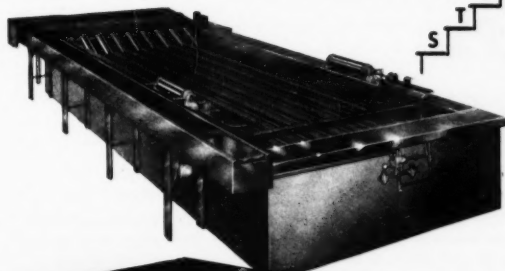
COBLE DAIRY PRODUCTS have met the need for **higher production** at **lower labor costs** in their frozen confection department by complete modernization with **VITAFREZE** equipment. **TWO** fully automatic **VITAFREZE** Model D Dipping and Bagging machines . . . and **TWO** 120 mold **VITAFREZE** STAINLESS STEEL Brine Tanks with cross-feed and mold return conveyors have been installed and are now in operation.

**PRODUCTION INCREASED TO
3000 DOZEN PER HOUR**

Potential production in the COBLE plant is over 3,000 dozen per hour to meet the requirements of distribution over five states.



The famous Model D Automatic Dipping and Bagging Machine. Handles up to 1,800 dozen per hour. Designed for largest plants.



Super-Cold BRINE TANKS. For high-speed production. Built of plain or stainless steel — from 12-mold to 120-mold sizes. **VITAFREZE** Lowerator cross-feed and mold return conveyors used on larger sizes.

**U P
P
E
T
S**
Your **Production
with VITAFREZE**
Reg. U. S. Pat. Off.
Labor Saving Equipment

VITAFREZE Frozen Confection Equipment is saving thousands of dollars every working day in hundreds of ice cream plants from coast to coast.

Let **VITAFREZE** engineer and build your novelty production equipment — Brine Tanks, Conveyors, Automatic Coating — Bagging Machines and other equipment.

VITAFREZE Equipment will pay for itself in a surprisingly short time. You'll find a model to fit your needs and your budget.

Write for **FREE** Catalog and more details

VITAFREZE Equipment, Inc.
Reg. U. S. Pat. Off.

6601 EASTERN AVENUE SACRAMENTO, CALIFORNIA

Sales Representative: Joe Lowe Corp. New York City

Chicago

from page 30

Chicago during Exposition Week are the International Association of Ice Cream Manufacturers and the Milk Industry Foundation. The ice cream organization will convene in the Conrad Hilton Hotel from September 21 to 24 and the milk processors will meet in the Hotel Sherman from September 24 to 26.

Registration for IAICM members begins Sunday, September 21. The first general session opens the following day. Sectional meetings of the Production and Laboratory Council, Controllers' Council and the Ice Cream Merchandising group will be held September 22 and 23. A joint general session with the Milk Industry Foundation at the Hotel Sherman is scheduled for September 24.

Officially designated as IAICM hotels, in addition to the Conrad Hilton, are the Blackstone and the Harrison.

The nineteenth annual convention of the National Association of Retail Ice Cream Manufacturers will be held from September 25 to 27 in the LaSalle Hotel. Emphasis during the meetings of this group will be placed on latest developments in frozen dairy products manufacturing, modern retail store architecture and

construction, new operating techniques, industry legislation and trends, and the place of the ice cream industry in the nation's economy.

Other trade associations meeting in Chicago the same week include the American Butter Institute (Hotel Drake—September 22-23), Evaporated Milk Association (Hotel Blackstone—September 24), Dairy Industries Society, International (Sessions on Navy Pier all week), and the National Ice Cream Mix Association (Hotel LaSalle—September 24).

It has been learned that the National Association of Dairy Equipment Manufacturers and the Dairy Suppliers' Foundation plan to convene in Chicago during Exposition Week.

Members of national dairy trade associations holding conventions in Chicago have been making hotel reservations through their associations, which have exclusive call upon certain hotels.

Because of the large number of hotel rooms required, Chicago hotels have pooled their rooms in a unified Housing Department of the Chicago Convention Bureau, 134 North LaSalle Street, Chicago 2, Illinois. Dairy processors planning attendance should request from the Bureau a special reservation form and map of Chicago, which show the location of the major hotels and list their rates, and then should instruct the Bureau what reservations to make.



BUILD SALES WITH ALPHA

WEAVE

OTHER ALPHA FAVORITES

FRUIT & NUT SPECIALTIES
PURE VANILLAS
VANILLA CONCENTRATES
DOUBLE DUTY CHOCOLATE
BUTTERSCOTCH CONCENTRATES
FLAVOR SPECIALTIES
FOUNTAIN SYRUP CONCENTRATES
AND TOPPINGS
MARASCHINO CHERRIES
STABILIZERS
CERTIFIED FOOD COLORS

and
A Complete Line of Flavoring Extracts

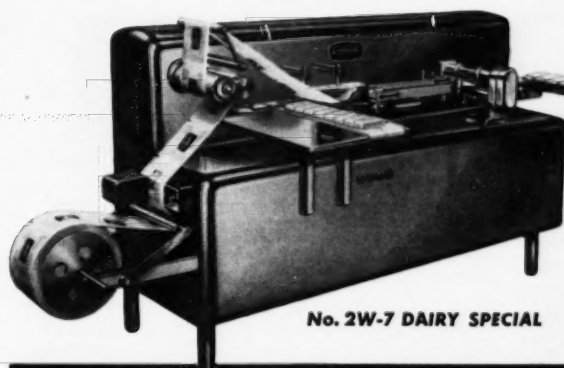
Specifically processed to serve ice cream manufacturers' 4 distinct purposes:

1. As the weave in variegated ice cream.
2. As a topping for walk-away sundaes.
3. For tart centers.
4. For ice cream pie fillings.

ALPHA'S WEAVES will not freeze or crystallize or bleed. Never stringy or pulpy. Alpha's fruit weaves are exceptionally flavorful. Fruit items have an extremely high natural fruit content. Butterscotch and chocolate weaves are homogenized for added smoothness.

ATTRACTIVELY PRICED

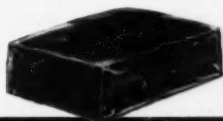
WRITE FOR DETAILS



No. 2W-7 DAIRY SPECIAL

Automatic—
**high speed, continuous
feed wrapping...**

- COMPLETELY SEALS
- NO PRODUCT BREAKAGE
- SAFE AND SANITARY
- EASY TO CLEAN



PACKAGES ICE CREAM BARS • STICK NOVELTIES • FROZEN CUSTARDS

Here's the machine that is amazing the industry! Now, even the most fragile and irregularly-shaped ice cream specialty can be wrapped in single or multiple package units without crushing or breaking—and at speeds up to 130 units per minute. Work-parts are encased in stainless steel and all running parts are also stainless; so arranged that each unit is open and easily accessible for

quick cleaning. Machine meets the most rigid sanitary codes. Products may be wrapped with any type material such as cellophane, glassine, etc. — with imprinted label perfectly positioned. Longitudinal, heat or glue sealing combined with crimped, flared or folded ends provides sanitarily delivered products free from dust, dirt and human-hand contact. Write for fully illustrated brochure.

We are contributing to the nation's defense program by providing a large part of our increased production facilities for building precision armaments.



Plant Design

— from page 44 —

stats are of course essential for even and gentle distribution of air. We will have almost three air changes per minute when the box is loaded. The blower units are set directly outside the hardening room wall and can be defrosted independently with warm air in less than an hour. Construction and placing of these units are such that maintenance personnel can work on the blowers at room temperature.

A new type of hardening room construction has been used in this building. The floor has been built with adequate ventilation underneath so as to prevent future freezing and damage to the floor. The roof is supported on lally columns which stand on load bearing fibre glass. The roof consists of necessary steel framework upon which rests precast concrete slabs. The eight-inch cork insulation is then protected with extra waterproofing and superior roofing material. The walls are brought up to meet the roof insulation. This in effect makes a complete envelope of the room allowing no steel to project through the insulation and keeps the room independent of the rest of the building.

The hardening room is accessible on two sides from

the processing room. There are four incoming conveyor lines to handle bulk ice cream, packaged ice cream, miscellaneous frozen products and novelties respectively. There are three outgoing conveyors. In addition there are four passing door openings to handle miscellaneous manufactured products.

In a hardening room this large we felt that there was considerable hazard to personnel in case of power failure. We felt that it was impossible for a man to work his way out of this room over conveyors in total darkness. We are installing a battery operated safety light which will automatically light in case of any power failure. In addition we have one wooden door which can easily be broken down with an ax should a man be trapped within the room.

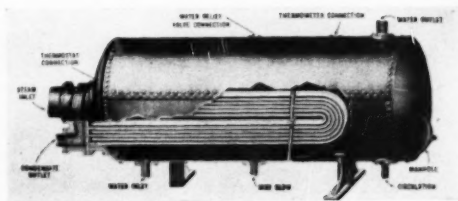
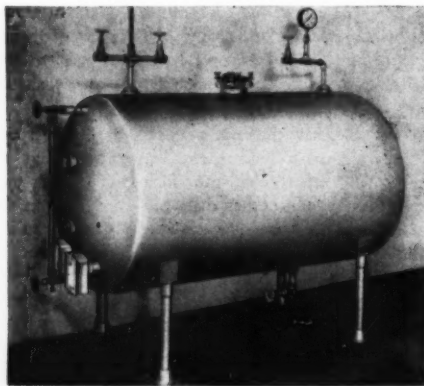
In the past, raw material and supply storage space has generally been inadequate. In our planning we therefore have approached the space requirements particularly for supplies other than dairy products on the same basis as we have determined the space required for finished products. This, we felt, should not be simply a guess proposition. We therefore have calculated that our store room area for cartons, etc., should be approximately 13,000 square feet of primary storage space to take care of the capacity operation. There is additional space in this area for aisle ways and goods

handling areas sufficient to utilize an electric fork lift in conjunction with pallets. There is an operating height clearance of fourteen feet for utilization of stacking of the entire area mentioned. The accessibility to the storage room from the outside is entirely separate from any dairy product receiving area or finished product loading area. This is so arranged in order to eliminate conflict with any other type of product handling.

The dry storage area consists of two rooms. The major stockroom has a common wall approximately 200 feet long with the processing and freezing room. This allows direct and easy access to the specific processing area in which the material for packing is to be used. The secondary stockroom has a common wall with the area in which novelties are to be handled. This also allows direct and easy access for handling of materials of that operation. The processing room runs across the building between the common wall of the large dry storage room and the hardening room wall. As a matter of fact, the processing room is designed as an L-shaped room so that part of it comes around one side of the hardening room. There are actually 130 feet of the hardening room in contact with the processing room. The processing room is 200 feet long. Total processing room area is approximately 10,000 square feet.

The room is completely air conditioned. All process piping, electric lines, etc., are brought up from the basement through the floor. All equipment in this room, freezers, etc., have been planned for installation in order that the latest methods of in-place line cleaning, etc., can be utilized when legally approved. This particular setting of equipment becomes a natural for in-place line cleaning. As in most plants today, we are using the low pressure or low temperature clean-up

CLEANING SOLUTION will be piped throughout the new Rieck-McJunkin plant, and will be supplied from a cleaning solution tank similar to the one pictured here.



RIECK-MCJUNKIN'S new plant requires only small boilers because it utilizes a proper hot water generator similar to the one shown above, as developed by John Perry.

equipment along the lines developed by John R. Perry. (See the January, 1952 issue of *Ice Cream Field*—Ed.)

This is how we operate. We will receive our fluid products either by tank truck or in cans. We have provided an enclosed drive-through room for such trucks. The receiving room is equipped with a six can-per-minute can washer and automatic scales on both the incoming and outgoing conveyor lines. This receiving room can be operated by one man. The fluid product will be pumped to five 3000-gallon cold wall storage tanks. These storage tanks, all others in the plant, are installed in the processing room wall, allowing only the stainless steel heads to project into the processing room. The bodies of the tanks are located in the dry storage rooms.

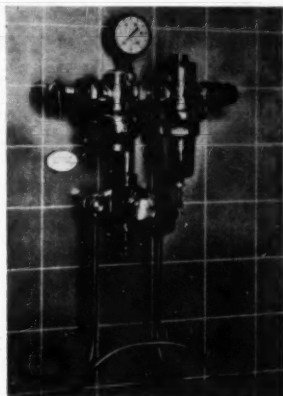
We are going to pasteurize mix with a high temperature short time unit, using a cabinet cooler for final cooling. All fluid ingredients will be pumped to a weigh tank and weighed. The raw mix will be built in two 800-gallon mix tanks. It was necessary to have two so that we may be pumping through the short time system from one while building another batch in the other. This will permit us to operate continuously at a rate of 1500 gallons per hour. For such frozen products as butter, cream, etc., we have provided a butter liquifier. We are set up to handle either liquid or granulated sugar. We have provided one 300-gallon pasteurizing vat for special mixes.

The pasteurized mix will be stored in six 300 gallon cold wall storage tanks. The mix will be pumped from these storage tanks to the individual flavor vats located directly behind the several batteries of freezers. We have three batteries of freezers. This will consist of three new 400-gallon freezers, five new 200-gallon freezers and four of our present freezers to be operated at 150 gallons per hour. A 40-quart batch freezer is installed for experimental batches. The freezers have been set facing the hardening room wall, approximately fourteen feet from said wall. This will permit us to do any packaging between the freezers and the hardening room and allow our finished packages to be placed directly on conveyors which enter the hardening room. The batteries of freezers are so placed in conjunction with the several conveyor lines that they can be used on any product or package. We feel that this flexibility is

essential. We are installing a 120-mold brine tank together with a Vitafreeze unit for novelty manufacturing.

We have attempted to follow the recommendations of good construction practices for fly, vermin and rodent control. All power panels, boxes, etc., when not absolutely flush and grouted, are set away from wall surfaces. Air-conditioned rooms are completely closed excepting for door entrances to the processing room, some of which are air-operated self-closing.

Low pressure steam is being supplied by two 150 H.P. gas fired package units. Our refrigeration system is composed of direct connected high speed machines using boosters on low temperature work. The system and machines are protected with ammonia slop tanks in order to catch any liquor slugs which might come back through the system. In addition, such units as the Mojonnier cabinet cooler are supplied ammonia by pumping from the basement rather than by gravity feed from surge tanks. Because no well water is available, evaporative condensers are being used.



CONTROLLED PRESSURE
WATER STATION

The compressors and companion equipment such as receivers, etc., are installed in an explosion proof room. A "telltale" will be installed so that in the event of a dangerous concentration of ammonia vapor in the air, the power of all spark proof motors will be immediately shut off automatically. At the same time, a four-foot propellor type fan will blast air into this compressor room and an exhaust fan will exhaust the original air. With the high volume of fresh air being pumped into this room and the immediate evacuation of the contaminated air, the room will be safe in less than a minute. There should be no possibility of explosion due to ammonia vapors, and engineers should be able to get into the room almost immediately to take care of whatever accident has occurred.

This article is based on a talk given during the forty-fifth annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

ICE CREAM FIELD, July 1952

A new, better way to make

*Extra-
Delicious*
Ice
Cream!



Use *Sweetose*—
the amazing sweetener that
"carries" delicate, fresh flavor!

The ice cream that *sells best* is the ice cream that *tastes best*! Don't take a chance on "masked flavor" . . . cutting into your sales and profits.

Make certain that all of your flavors have the rich, full-bodied appeal that makes customers ask for more. Ice cream companies in ever-increasing numbers are guarding against the "masking" of delicate ice cream flavors by using

Sweetose . . . the improved, enzyme-converted corn syrup. *Sweetose*, Staley's wonder sweetener, adds no flavor but sweetness, never "smothers" your costly flavors!

Sweetose makes ice cream with better flavor, finer texture, better body. In addition, it takes the place of high priced sugars—cuts your costs while improving your ice cream!

Sweetose[®]

Staley's enzyme-converted corn syrup



Write Today for complete facts about this better way to make more delicious flavored, faster selling ice cream!

A. E. Staley Mfg. Co.
Dept. ICF-7
Decatur, Illinois

Good Humor

—from page 40—

chine. The bars then were placed in a stickholder unloading and alignment device which operates on the "electric eye" principle. The control beam trips the novelties out of the container and onto the feed belt which leads into the automatic wrapping machine. In the Good Humor plant, a "snopaque" paper was being used with the Hudson-Sharp wrapping device.

That the word "automatic" appears so frequently in the description of the Good Humor production methods is indicative of the company's approach to plant efficiency. In the coconut-coated bar operation, for example, only three persons are required, and the yield is more than 600 dozen bars per hour.

Distribution Efficiency

Distribution efficiency is equally important in a business such as this. This phase of the Good Humor operation begins with a daily phone call from each branch in which the present inventory is listed. Management determines the needs of each branch, but specific re-

quests by the branches are met. At least one delivery is made to each branch per day, and frequently there will be two or three deliveries to a single distributing center daily.

Five large vehicles are used to bring the Good Humor assortment of products to the branches. Three of these are tremendous trailers, each with a capacity of 72,000 units of ice cream. Two large trucks are used primarily for the bicycle divisions. Generally speaking, the company maintains two street vending trucks for every bicycle vendor, although both types of vehicles may be used within a single area.

Elevator Attachment On Trailers

A recent development that has stepped up efficiency in the distribution of Good Humor products is the use of an elevator attachment on the back of each of the three Fruehauf trailers. This attachment, as shown in the accompanying photograph, makes it possible to load each trailer in ten minutes. The elevator is activated by an hydraulic pump with an hydraulic cylinder, and it can hold six tons at one time. The ice cream is placed on the attachment at street level, a button is pushed, and the ice cream is raised to the level of the van, thus facilitating the loading operation.

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Custom built specifically to meet your needs, Murphy Bodies are engineered to last longer and lower your delivery cost.

Compare the scientific design, custom specifications, refrigeration, payload and weight of a Murphy Body with that of any other body on the market. You'll see why Murphy can give you the standout performance you want. Our engineers are at your service.

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Telephone 3361

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THE *Finest* LINE of FOUNTAIN-LUNCHEONETTE EQUIPMENT and MOST COMPLETE

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Some desirable
territory available
able to qualified
established con-
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QUALITY SODA FOUNTAINS . . . LUNCHEONETTE EQUIPMENT
STANDARD ISLAND FOUNTAIN UNITS . . . BOBTAILS
COMPLETE ICE CREAM, DAIRY STORE and RESTAURANT EQUIPMENT
All Backed by more than 40 YEARS of EXPERIENCE!

Write for CATALOG
Everything

FROM A SINGLE UNIT
TO A COMPLETE INTERIOR



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GRAND RAPIDS,
MICHIGAN

Ice Cream Defects

from page 46

practically all the acid forming bacteria, but leave those that cause putrefaction. These putrefiers thrive in an acid-free mix and cause the mix to go putrid on standing. This is why it is important to freeze the mix as soon as practicable after pasteurizing.

If eggs are to be used, a better flavor will result from fresh yolk or frozen yolk. Powdered egg yolk imparts a characteristic flavor which is criticized quite severely by most judges. However, there are some consumers who do not object to powdered egg flavor, but have developed a taste for it. When using powdered egg yolk, a high pasteurization temperature should be used. This results in a "cooked custard" flavor and in the opinion of some people improves the product—at least it tends to mask over the egg powder.

The criticism "old ingredients" is sometimes used to describe a product which is actually stale or one which lacks freshness. Stale flavors very often occur when good quality, fresh mix is frozen in a freezer which has been improperly washed, poorly sterilized, not drained nor kept tightly closed. This flavor defect is sometimes traced to a leaky bearing assembly in the rear of the freezer. Just before freezing, I believe it is good practice to use a sanitizing solution in the

freezer, especially if the machine has stood for any length of time. Any stale flavor picked up from the freezer will become worse as the ice cream is stored. The keeping quality of ice cream depends on the quality of the mix used and the sanitary condition of the freezing equipment.

Oxidized or tallowy flavor is the result of using dairy products contaminated with such metals as copper or iron or processing mix in equipment which has exposed copper or iron surfaces. Oxidized flavors have been largely controlled by the use of stainless steel and glass lined equipment. The flavor was common in strawberry ice cream some years ago when the copper content of mixes was higher. The use of more berries and a low copper content mix have just about eliminated this trouble.

Oxidized flavors are more common now in sherbets than in ice cream. Some small operators have made a practice of aging the basic sherbet mix in a milk can overnight. The action of the acid on the metal, especially if any iron is exposed, will hasten the development of oxidized flavor. This is more likely to occur in a high fat sherbet. To control this defect, freeze the sherbet mix without aging or store mix in stainless steel or glass lined vats and keep the fat content as low as possible. (If using a continuous freezer, a minimum of 1½ per cent fat is needed to provide protection for the bearings.)

Rancid flavors sometimes are traced to the milk or

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true natural flavor the year round.

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dairy products used in the mix, but the most likely cause of rancidity in ice cream would probably be the accidental introduction of raw milk or cream into a pasteurized homogenized mix.

Salty flavor results from the over-use of salt in the mix or using a mix which contains too much salted butter. Some ice cream manufacturers use salt for the purpose of bringing out the flavor. Personally, I do not care for salt in vanilla ice cream. Some flavors may be improved by the use of salt, such as buttered pecan, toasted almond or butterscotch, but salt should be used cautiously.

The characteristic flavor of vanilla ice cream is, of course, obtained from the vanilla extract. Imitations have no place in good vanilla ice cream. The use of a small amount of artificial vanillin is satisfactory, but I still believe the best product is flavored with pure bourbon or Mexican vanilla or a combination of both.

Chocolate is a flavor upon which it is difficult to find universal agreement—some prefer a bitter, high-flavored product, others a mild, milk chocolate flavor. I belong to the latter group. A good chocolate ice cream can be made by using a combination of thirty per cent liquor and seventy per cent Dutch process cocoa. A smoother product results from pasteurizing the cocoa and chocolate with the mix and homogenizing the entire mixture. Some manufacturers use a special set of homo valves for chocolate because the fibers in the product have a tendency to cut grooves in the metal.

Recently, there has been a fad of using extremely high temperatures on chocolate mix pasteurization. The mix is heated to 190° F. without the cream. Cream is added at this point and the temperature drops to about 160—165° F. The effect is to produce a fudge-like product. Some people prefer this fudge flavor; however, I can't say that I care for it.

Strawberry ice cream is best if flavored with fresh or frozen berries. Enough berries should be used to give a good characteristic strawberry flavor. The amount of berries to use depends upon the intensity of the flavor in the berry. Somewhere between twelve and twenty pounds of a 4-to-1 pack berry should be about right.

Be sure to taste the berries before you buy them. Many berries are watery and tasteless and not much good for ice cream. It is good practice to stir each thirty pound can of berries and after stirring, taste the fruit and juice to make sure they are up to par. Ice cream flavored with good berries needs no true fruit extract or booster. However, many manufacturers add a small amount of citric acid to strawberry if the berries are not tart enough. In storing strawberries, the addition of a little ascorbic acid will not only preserve the color but will maintain the fresh flavor of the berry.

Texture Defects. Many consumers are more critical of poor textured ice cream than poorly flavored ice cream.

The most common texture defect is described as coarse or icy.

Buttery. Improperly homogenized mix causes this defect. It is not very common now.

Crumbly. This condition results when the product does not contain enough total solids or when too little or a poor grade of stabilizer or emulsifier is used.

Fluffy ice cream is easy to remedy. Just cut down on the overrun.

Sandy ice cream is caused by using too much milk solids not fat in the mix. The lactose or milk sugar crystallizes out and when eaten resembles sand or gravel. Since the cause of this defect became known, sandiness is rarely found.

Soggy ice cream is the result of too little overrun or too high a total solids content or both.

Sticky ice cream is usually caused by using too much corn sugar solids.

Weak ice cream is sometimes confused with fluffy ice cream. However, most judges regards ice cream which is low in solids, and therefore watery, to be weak, the opposite to rich and creamy. "Lacks consistency" is another way to describe this fault.

Slippery. A more or less new defect caused by the addition of too much emulsifier. The over-use of certain emulsifiers may also cause an off flavor. .06 to eighteen per cent emulsifier will make a dry, stiff product.

Melting Quality. Ice cream should have a creamy melt-down and most score cards list only two criticisms for melting quality; that is, curdy and does not melt.

A curdy melt-down is becoming more common. It may be caused by using an enzyme type stabilizer or more probably by de-stabilized protein in the mix. Factors contributing to an undesirable melt-down are:

1. Excess of soluble calcium salts in the mix.
2. Low pasteurization temperature.
3. High acid mix coupled with high homo pressure.
4. Low serum solids to fat ratio in mix.
5. Low homogenization temperature.
6. Too much emulsifier.

This trouble may be corrected by the addition of .1 to .2 per cent of sodium citrate or di-sodium phosphate to the mix prior to homogenization, or by reducing the amount of emulsifier. (Reference—J. Hoffman Erb, Ohio State University.)

Color. The only thing to be said of color in ice cream is to keep it natural and don't over-use color. Color is important. People buy with their eyes and "eat with their eyes, too."

Package. Let's pay more attention to the container we put our product in. Ask yourself this question: "Does this package help to sell my ice cream?" There are still too many dismal looking packages on the market—packages that do nothing for your product.

This article is based on a talk given during the recent Dairy Industry Conference at the University of California, Davis, California.

ICE CREAM FIELD, July 1952

For smoother, finer-textured **ICE CREAM**



DRI-SWEET!

Make a trial batch with OK DRI-SWEET! It proves itself! Enhances flavor. Makes freezing easier. Preserves freezer freshness. Economical.

OK REGULAR CORN SYRUP
OK HIGH DEXTROSE CORN SYRUP
OK HI-SWEET CORN SYRUP

AT YOUR SERVICE! Consult Hubinger's technical laboratories for help with your ice cream production problems. No obligation, of course.

THE HUBINGER COMPANY
KEOKUK, IOWA . . EST. 1881

College Dairy Plant

—from page 50—

ter of the room. Glazed tile of a light buff color extends from the floor to the ceiling, except where glass blocks are installed. Doors, except refrigerator doors, are of stainless steel. There are no supporting posts in the room. The ceiling is of acoustic material and is effective in reducing noise. The tile is composed of ground cork and a mineral cement binder. Electric lights are recessed in the ceiling. The ventilator ducts are located above the ceiling. Filtered air, warmed if necessary, is pumped into the room and the air is removed from the room through ducts in the ceiling. The capacity of the ventilating system permits changing the air every seven minutes. Recirculation of all, or part, of the air may be employed.

No equipment will be located adjacent to the walls in this room. This arrangement favors sanitation and convenience in trucking products and supplies. Several stainless steel hand washing sinks, and several hose stations for steam and for hot and cold water are provided. Additional utility connections for installation of equipment in the future are provided. Each piece of equipment will be operated by its own electric motor.

Freon is used as the refrigerant for all compressors,



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- quality coatings for ice cream bars
- chocolate liquors

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except for the compressor that is to be used in connection with the ice cream freezers.

The genetics laboratory will be used for research and teaching in livestock genetics—improvement of production characteristics through breeding in beef cattle, sheep, swine, goats, and rabbits. A laboratory is available for research and teaching in physiology of reproduction of farm animals—germ cell production and utilization, causes of failures in implantation, and loss of young before birth.

The range management laboratory provides excellent facilities for range management teaching and research. Students and staff will be able to do work on both basic and applied research problems important to the livestock industry of Oregon.

The animal nutrition laboratory provides facilities for teaching and research. Students will study here the methods and procedures involved in evaluation of feedstuffs.

Other facilities are a seminar room, a statistical laboratory, and a dark room for photography.

Studies in the dairy production laboratory will be concerned with the physiology of milk secretion and of reproduction. Nutritional studies will determine the nutritional value of many Oregon feedstuffs.

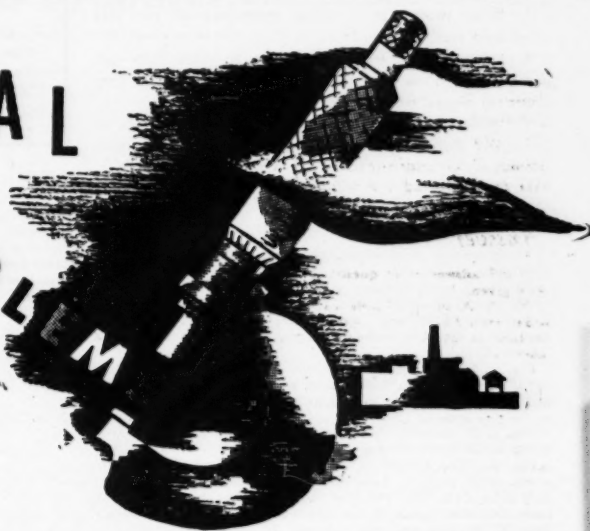
The seminar room will double as a library and study room.

The dairy products laboratory will be a modern, flexible, dairy manufacturing plant. All the usual commercial dairy products will be processed, along with many new products.

The analytical laboratory will be used for all teaching and research in which volatile solvents are used. The chemistry laboratory will serve for research on chemical and physical properties and analyses. A microbiology room will provide facilities for advanced students and staff in studies relating to quality of dairy products.

Withycombe Hall will be the educational and research center for the phase of Oregon's agriculture that in 1950 yielded a gross farm income of 165 million dollars.

TECHNICAL PROBLEM



Ice Milk Mix?

We have read that you have a new mix of 4% butterfat which is of perfect texture, and we should be interested in exploring the possibilities of making this mix in England.

Answer

You may make a 4% butterfat frozen product by using the following composition: 4% butterfat, 13 to 14% serum solids, 15% sugar, and enough stabilizer to give you a good smooth product.

This product would be known as ice milk in many of the states permitting the use of that product here in the United States. Altogether, forty of the forty-eight permit its use.

This product should be nice and smooth and many, of course, would have difficulty in telling the difference between this product and ice cream if it were served soft as dispensed from the freezer. It is a good wholesome product, however.

Product "Breaks Down"?

We started a soft-served ice cream operation about two weeks ago and considering the poor weather are enthused about our progress to date. However, one rather serious problem has developed which you might be able to solve.

We have two direct draw-type freezers, one with twenty-five gallon per hour capacity and the other ten gallon per hour capacity. We run vanilla in the twenty-five gallon machine steadily and have tried to run chocolate in the smaller machine—and this is where we have had trouble. It seems that our product, while it is initially good, tends to break down over a period of time. The period of breakdown depends on the amount of business we are doing at the time. If we draw off the product steadily, we can run for four or five hours, but if business is slow, we will run into difficulty within an hour.

The chocolate tends to separate causing a mottled effect and in some mixes the product becomes sandy or grainy. In the past week we have tried mixes from three different companies. One company in particular has furnished about four different batches which have had varied results but none completely acceptable.

Answer

I think the trouble you are having is not due to the mix, but due to a combination of factors such as mix and cocoa, or chocolate. We have noticed in several soft ice cream establishments in our neighborhood that after a certain period of time during the day, the chocolate becomes specky. Of course, all of our mix being 10% has a tendency to churn out more rapidly than an ice milk and, of course, if business is slow, you find this condition more prevalent. It appears probably more readily in chocolate than it does in vanilla because you do not see the condition in the vanilla ice cream.

I cannot tell you exactly what it is, but I believe perhaps it is a collection of your chocolate on very fine fat granules that have churned out.

Do not blame the mix necessarily for the condition, but be more careful in freezing. When your machine is on automatic because of a lull in business, you get more agitation than is good for the mix. Instead of putting your machine on automatic, I would just shut it off and then turn it on about once or twice every fifteen minutes. This will no give so much agitation and you will have less churning.

A Good Bacteria Count?

1. What do you consider a very good bacteria count for a quality ice cream mix? What do you recommend as the maximum count? For such an ice cream mix, what is a good acidity level and the maximum you would want for keeping 2 weeks.

(Continued on next page)

2. What is the storage time of such a quality mix, under fair refrigeration, under perfect constant refrigeration?
3. What percentage of actual sweetening do you take dried corn syrup to have?
4. What is considered good acidity on plain skim condensed, not on the super-heated; how long should it keep under 40 degree temperature?
5. Will frozen eggs, butter, or cream take the flavor of ammonia? Will unfrozen items as chocolate milk, white milk, take the flavor and is it harmful?

Answer

I will answer your questions in the order in which they were given.

No. 1. A good bacteria count for quality ice cream mix today should be under 5,000. I feel that the maximum should be between 25,000 and 50,000. The mix under 5,000 would keep for at least two weeks or longer, if the acidity were about .18 to .19%.

No. 2. Ordinarily, I would not keep more than a week, but a good mix with 5,000 count and an acidity between .18 to .2% should keep a month at temperatures below 40° F., preferably around 35°.

No. 3. I consider the sweetening value of dried corn syrup to be about 60 per cent.

No. 4. The acidity of condensed milk depends upon its serum solids content. Take the serum solids content and multiply it by .018. That will give you the acidity that you should have. In other words, if the serum solids content is 30, multiply 30 by .018 and you will get .54, which is the proper acidity for that testing condensed skim milk. That should keep from two to three weeks under 40° temperature, providing it is pasteurized at a high temperature and the containers are not contaminated nor has the condensed milk been contaminated after cooling. This also goes for the storing of mix.

No. 5. We have never encountered any trouble with the ammonia flavors being taken up by dairy products. We have had leaks in our hardening rooms at different times with no difficulty from the standpoint of flavor being taken up. On two occasions, we heard explosions in our anteroom and the amount of liquid ammonia escaping into the rooms caused us to lose all of the ice cream in both cases. A tremendous quantity of ammonia, such as we experienced in our anterooms and hardening rooms on those two occasions, was sufficient to not only give the ice cream a taste, but to render it useless.

Frozen Malted From 11% Mix?

We have a customer who is interested in making frosted malted. What is the legal fat requirements for it?

Is there any way a customer could make it from regular 11% ice cream mix? What do you add to flavor it?

PRODUCTION PROBLEMS?

If there's anything awry in your production room, perhaps Dr. Dahle can provide the solution to the problem. Address him c/o ICE CREAM FIELD, 19 West 44 Street, New York, 36, New York.

Answer

The legal standard for frosted malted milks as served from a freezer in Pennsylvania is 10% butterfat. You perhaps recall that anything frozen in a freezer, which resembles frozen dairy foods, must comply with the laws for ice cream, sherbet, ices, custards, and French ice cream.

If the customer has 11% mix, he would have to add the malt flavor to this and still keep the fat content to 10%. This is not difficult to do because one would have to start with 91 pounds of 11% mix, add 3% malt powder to it, and 2½% cocoa, and 3½% condensed skim milk to get the total of 100 pounds of 10% fat product.

Vanilla Sherbet Formula?

Will you send us formulae for a good vanilla sherbet? We want to make this into chocolate coated sherbet bars on a stick, also want to make good creamy sherbet in fruit such as pineapple, orange, raspberry, grape, etc. to be used in cup of half-vanilla ice cream and half-sherbet.

Answer

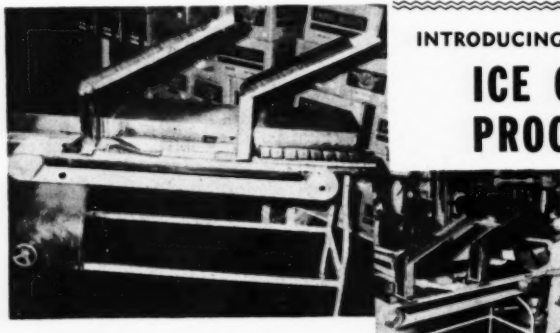
Herewith you will find a formula for a good sherbet. I have included the acid, but if you are making vanilla sherbet, you will leave the acid out. You would add enough vanilla to flavor the product, however, if you are going to use chocolate-coated sherbet bars on a stick.

SHERBET FORMULA

10 lbs. Corn Syrup Solids
6 lbs. Cane Sugar
18 lbs. 4% Milk
8 ozs. Stabilizer
7-8 ozs. Citric Acid (50%) Solution
Color, etc. to 10 gallons
Add flavor to the 10 gallon batch to suit

If you are going to make other flavored sherbets, merely make up a ten-gallon sample, as I have listed here, and add whatever flavor you desire to add to it. This will run fairly high in sugar; the sugar content of the fruit will equal about the same as the sugar content of the sherbet. It will therefore not affect the firmness to much.

I would take about 35% overrun, if I were to put this in a cup with other products.



INTRODUCING THE EMPIRE SANDWICH-MATIC ICE CREAM SANDWICH PROCESSING MACHINE

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New Products

SWEDEN MODELS

Three air-cooled, "plug-in" table model freezers are being featured this year by the Sweden Freezer Manufacturing Company, maker of soft ice cream and milk shake machines. These are the 1-169A3, the 1-93A3 and the M1-169A3 Frigidmixer.

All three models are equipped with 110-volt air-cooled hermetic condensing units that permit installation in any operation that has an ordinary 110-volt outlet. Another feature shared by all three is the large ventilation area with easily replaced filter that is said to assure a constant flow of fresh air over the cooling surfaces, thus providing more efficient operation. In addition, their compact size permits convenient location on counter, backbar, stand, or reserve supply mix compartment.

The 1-169A3, an automatic continuous freezer, has a production capacity of 7.5 gallons of soft-served product per hour and features a four-gallon reserve mix tank placed above the freezing cylinder to eliminate frequent refilling. Although a compact model, which makes it suitable for fountains and restaurants where space is limited, this machine is completely automatic, with a foot switch that electrically operates serving gate and automatically controls mix feed into back of cylinder in proportion to volume of product drawn.

The 1-93A3 is a single-head, one-gallon batch freezer that may be placed in areas where space is limited and yet features a large production capacity for the space occupied. It is equipped with

automatic controls for "attention-free" operation.

The M1-169A3 Frigidmixer is modified from the 1-169A3 for the making of milk shakes and malts within the machine. With a capacity of twelve gallons of milk shakes per hour, users of this machine report that it speeds up milk shake production.

FLAVOR BOARD



A new ice cream flavor board with a streamlined touch designed to harmonize with modern fountains and interiors has been created by the Hernard Manufacturing Company, Inc., for the Weissglass Gold Seal Dairy Corporation.

The Weissglass firm commissioned Hernard, manufacturer of three-dimensional molded display letters, trademarks, and point-of-sale units, to design and produce this flavor board. By emphasizing the Gold Seal logo and insignia, customer association of brand name and product is achieved.

A ceramic plaque features "Gold Seal French Ice Cream" in raised letters of red and blue on a cream-colored surface. The plaque projects angularly from a gilded "signpost" which also ties in the flavor strips. These strips convey the feeling of depth by being set away from the background. They are secured by gilded pegs and are interchangeable; to replace a strip one simply lifts it out of the groove which holds it in place.

Background for the units was made of bright red "Roxpanel," a bake-processed, high-gloss durable board that is said to be easily cleaned. Backgrounds are available in a variety of colors and in various lengths to accommodate additional flavor strips.

Hernard will submit sketches at no cost or obligation to manufacturers who send them copies of their trademarks, insignia, and sales messages.

MURPHY BROCHURE

Murphy Body Works, Inc., has issued an attractive brochure in which features of the firm's refrigerated ice cream truck bodies are listed and illustrated. Included are delivery vehicles, vending bodies, and transports. Copies of the brochure and information concerning the Murphy line are available on request.

— INFORMATION PLEASE —

Your Firm Name _____

Address _____

Your Name _____

Your Title _____

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 36, N. Y.

I would like to know more about the following New Products mentioned in the July issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐

SUTHERLAND CARTONS 4



Sutherland Paper Company has just brought out two new stock designs for the ice cream industry. Both are two-color designs.

The frozen dessert carton is in red and yellow and depicts a frozen dessert. The design is available in pint, quart and half-gallon cartons.

The other design, which comes in pint and half-gallon sizes, has a flavor identification theme, including the three popular flavors: vanilla, chocolate, and strawberry, plus an all-purpose "special."

This series has appropriate illustrations of sodas, sundaes and ice cream cones.

"SKEEZIE CUP" 5

A new frozen confection, a five-cent "Skeezie Cup," has been announced by the Balch Flavor Company, flavor manufacturer.

Gerald G. Balch, President of the company, has produced a frozen confection flavor and stabilizer to be used for sherbets or frozen water ice-flavors

in a novel "squeeze-it-and-eat-it-cup." The consumer merely squeezes the contents up to eat.

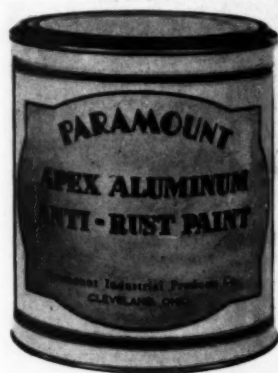
Balch supplies a complete package to the trade including the flavor, stabilizer, cup covers, and all the ice cream manufacturer has to do is add sugar and water according to instructions.

Nine flavors are offered for both the sherbet and the frozen water ice: orange, lemon, lime, cherry, strawberry, raspberry, grape, pineapple, and root beer.

Complete information may be had by writing to the Balch Flavor Company.

ANTI-RUST PAINT 6

A new aluminum anti-rust paint which can be applied right over rust without wire brushing or scraping is announced by Paramount Industrial Products Company.



Known as Apex Aluminum Anti-Rust Paint, the new product can be used outdoors or indoors, or any kind of metal. When used on clean new

metal, it is said to protect and preserve against future rust attacks. When applied over rusted surfaces it is required to penetrate and seal the surface and stop further rust action.

The company states that Apex Aluminum Anti-Rust Paint assures an attractive, lasting finish and provides complete one-coat coverage even over black surfaces. It is said to resist temperature changes, moisture, industrial chemicals and gases.

INSULATED VAT 7

Cherry-Burrell Corporation announces production of the "Kold Vat," an insulated vat with a stainless lining for mixing and storing liquids such as milk, ice cream mix, light syrups and emulsions, extracts, fruit and vegetable juices, flavors, pharmaceutical products, beverages, etc. There are eleven standard sizes ranging from 100 to 1000 gallons. Special sizes and shapes as well as refrigerated vats suitable for use with freon or ammonia can also be obtained.

Features include two-inch thick cork-board insulation, sump type outlet with a sanitary valve, and a one-piece stainless steel agitator than can be removed for cleaning. A four-page folder describing this vat is available on request.

Cherry-Burrell also announces the development of the patented Searls Fly-Bar, a device designed primarily for use by dairies to keep flies and other insects from entering plants through conveyor wall openings.

The "Fly-Bar" subjects can of milk or cream on the conveyor to a blast of fast moving air which flies are unable to penetrate; even those underneath the can lid are dislodged. This unit is built in two models—one for incoming conveyors and one for outgoing conveyors.

SALES

seligman CANDY COMPANY

sweeteners

ICE CREAM BAR CRUNCH

Caramel flavored candy for Ice Cream Bars and Novelties. More economical than nuts.

MIDGET MARSHMALLOWS

for "Rocky Road" Ice Cream. Finest quality, 650 to the pound, for good distribution in your Chocolate Ice Cream. Consistently uniform size, quality.

HAGUE CHOCOLATE ICE CREAM PASTE

Made with Blooker's Imported Cocoa. Time-and-money-saver.

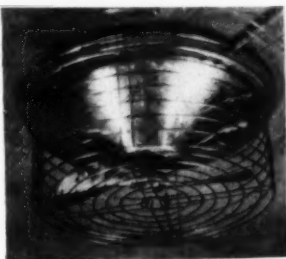
Write for liberal working samples—free and prepaid!

SELIGMAN CANDY COMPANY • 1510 - 105TH AVENUE, OAKLAND 3, CALIF.

RECO FANS

8

Among the numerous products developed by the Reynolds Electric Company are a variety of models of fly chaser fans.



The model pictured just above, for example, is a ceiling fixture fan. It comes in two sizes—one features a blade diameter of twelve inches and a base diameter of fifteen inches, and the larger unit has a blade diameter of sixteen inches and a base diameter of twenty inches.

Just below is illustrated the firm's adjustable ceiling model with Deflek-Aire unit. Propeller diameter of this model is twenty inches, and the overall diameter is 22½ inches. Its height is twenty-two inches.



Information concerning these and other models manufactured by Reynolds Electric Company may be had on request.

PRUFLOAT CATALOG

9

A new general catalog covering the entire line of Prufcoat protective coatings has just been made available for general distribution by the manufacturer, Prufcoat Laboratories, Inc.

Subjects of interest in the catalog include a list of chemical agents against which Prufcoat has been found effective,

case history studies of five different types of applications in as many different industries, and a three point analysis of maintenance painting done the Prufcoat way.

The entire back page of the catalog is devoted to a listing and brief description of the physical and protective qualities of all eight Prufcoat products. With this guide, the specific sealer, primer and finish material required for any painting problem may be determined. The appropriate technical bul-

letin numbers are included with each product description so that the reader may easily secure more detailed information. A copy of the new Prufcoat general catalog may be secured on request.

LLOYD SCOOP

10

A new promotion item was made available recently to the ice cream industry. It is the "Easy-Dip" non-breakable plastic ice cream scoop for home use, manufactured by the Lloyd



SODAMASTER

*Serves 'em better
faster and more profitably*

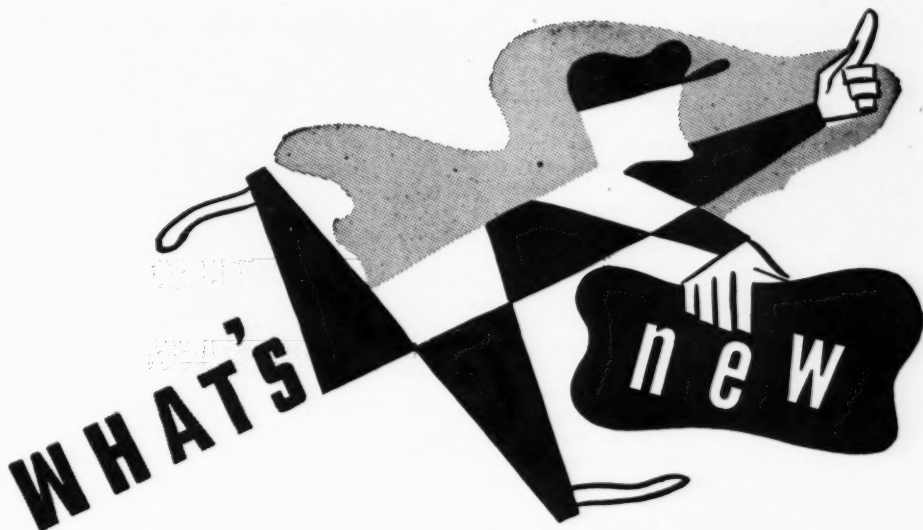


INSTANT SERVICE FROM ONE SELF-CLEANING FAUCET

Handsome Sodamaster cabinet dispensers now make it possible for you to serve all or most of the mixes and soft drinks you wish from a single faucet. What's more, the patented new Supercharger Carbonator (part of every Sodamaster unit or system) makes better tasting, more profitable beverages than you've ever sold before and there are no bottles to dispose of—no bulky syrup or cooling gadgets to rob you of valuable counter space. You owe it to yourself to find out first how Sodamaster fits into your plans. It does. Drop us a line now and we'll explain how.



GENERAL OFFICES • CANNFIELD, OHIO
WEST COAST OFFICE • 1831 RANDOLPH STREET
LOS ANGELES, CALIFORNIA



people

C. W. ESMOND TO "TAKE IT EASIER"



C. W. ESMOND

C. W. Esmond, Vice President of G. P. Gundlach and Company, Cincinnati, and widely known in the dairy and health fields for his pioneering contributions benefiting both management and consumer, has announced his intentions to "take things easier" following thirty-three years of business activities.

Mr. Esmond, associated with George P. Gundlach, President of the Gundlach organization since 1919 in the development of a fully-integrated service to the dairy industry, following a recent siege of ill health has decided to resign his active Vice Presidency and detailed participation in the business for more leisurely living to conserve physical strength. He will continue, however, in a consultant capacity with the Gundlach organization and has been designated as Vice President Emeritus.

Mr. Gundlach, who continues in active personal direction of the business, has chosen three of the organization's experienced younger executives to assist in the administration of the business and continue the comprehensive program of service which the Gundlach organization has developed.

These three Vice Presidents—each of equal rank, but devoting administrative operations to particular phases of the business are: Louis B. Lampe, production; Ross J. Winning, sales; and George B. Gundlach, a son of the co-founder, promotion.

In recognition of Mr. Esmond's long association with him

and for his important contributions to the dairy business, George P. Gundlach has presented Mr. Esmond with a commemorative jeweled lapel insignia for the "33 Club"—a newly created recognition which the firm will use as an honor for any employee or associate attaining a third-of-a-century connection with the organization.

WISNER APPOINTS LOVEDAY

Wisner Manufacturing Corporation, dairy equipment supply firm, has appointed Lionel Loveday to represent the firm in New York State and in eastern Vermont. A native of Great Britain, Mr. Loveday formerly was connected with the Cherry-Burrell Corporation.

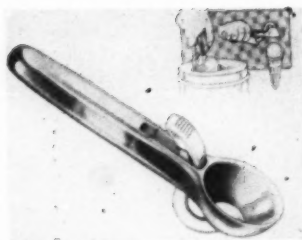
CONTAINER FIRM NAMES MACDONALD



D. R. MACDONALD

Container Corporation of America has announced the appointment of David R. MacDonald to the sales force of the Paraffin Carton Division. He will handle the company's line of butter and ice cream cartons and stock frozen food packages in the territory which comprises Eastern Ohio, Western New York and Pennsylvania and all of West Virginia.

Mr. MacDonald has been associated with Container Corporation since 1950 when he took a sales service position at the company's 35th Street, Chicago, folding carton plant. As field representative he will make his headquarters at the Cleveland division, but will continue to report to the 35th Street office.



Disher Company. The two-color plastic disher is an adaptation of the metal Lloyd Dishers that has been used by fountains for the past ten years.

Initial test promotions are being made on the West Coast, East Coast and in the Middle West by ice cream manufacturers. The promotions feature two and one-half gallon, one-gallon, and 1/2-gallon sales with the "Easy-Dip" scoop as the premium offer.

"FROZERTA," "FROZO" 11

G. P. Gundlach & Company is offering what is described as "the answer to consumer demands for low fat frozen desserts" in the development of "Fro-Zerta" and its companion "FroZo Shake." The firm is offering the Fro-Zerta franchise to ice cream manufacturers who then can produce a low-fat dessert and a thick milk shake base from identical basic mix.

For accelerating merchandising of the "FroZerta" and "FroZo Shake," the Gundlach firm has "packaged" the special ingredients, cartons, cups, advertising material in a franchise plan.

Additional details are available on request.

COPELAND CATALOG 12

Copeland Refrigeration Corporation

has issued a new catalog in which the firm's 1952 line of Copelametic units is shown and illustrated. The catalog covers remote air-cooled, remote water-cooled, self-contained air-cooled, self-contained water-cooled, combination air and water-cooled remote, extra low height self-contained and truck models. Specifications and capacities are shown in tabular form. Copies of this catalog are available on request.

SODAMASTER 13

A self-contained, multi-flavor beverage dispenser, utilizing the new, patented jet recirculating principle to carbonate ordinary tap water, is now being manufactured by Carbonic Dispenser, Inc.

The new unit, tradenamed Sodamaster, with a peak period capacity of up to 1900 drinks, is equipped with a three-lever, self-cleaning master faucet that offers finger-tip selection of any three carbonated beverages, plus con-



tinuous supply of supercharged soda water and jet stream.

Syrup tanks, carbonator and refrigeration equipment are incorporated inside a compact cabinet, finished in dove grey Hammerloid, and parts contacting liquids are made of stainless steel.

Sodamaster dispensers are available in many different sizes with single or multiple faucets to meet every space and dispensing requirement, the manufacturer reports.

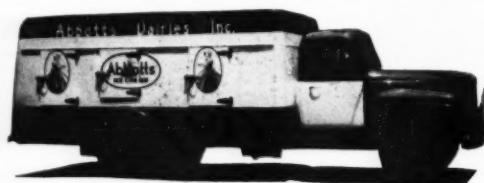
MAINTENANCE BOOK 14

A comprehensive discussion of plant maintenance problems is contained in "Techniques of Plant Maintenance—1952," published June 23 by Clapp and Poliak, Inc., sponsor of the annual Plant Maintenance Conference and Show.

The book, which contains the proceedings of the conference, is highlighted by the text of 717 questions propounded by 2,100 engineers from every major industry in the country who attended the sessions.

Text of all papers read at panels led by thirty-six outstanding leaders in the field are included, and the papers are illustrated by forty-nine charts, diagrams, graphs and tables. Also included is a manual for a lower repair and maintenance cost program, prepared by Westinghouse Electric Corporation.

There are chapters on maintenance of electrical equipment, plant buildings, training maintenance workers and supervisors, and project preparation and cost control. Separate treatment of maintenance problems, according to the size of the plant, is given in five chapters, beginning with plants employing less than fifty maintenance workers, and ending with plants having more than 800. Chemical, steel and automotive plants have separate chapters.



"Since the days of the covered wagon"

BARRY & BAILY CO.

2421 No. 27th St. Phila. 32, Pa.

Pioneers In All-Aluminum Structure

NOTE THIS:

- ALL ALUMINUM CONSTRUCTION
- CUSTOM BUILT TO SPECIFICATION
- BUILT FOR MAXIMUM PAYLOAD
- BEAUTY IN DESIGN

All these features are combined with many more to give you **LOW, LOW** delivery costs and **YEARS** of hard, dependable service.

NEED MORE BE SAID?

GUNDLACH FIRM PROMOTES BARNHART



Edward J. Barnhart, Oxford, Ohio (left, in the above photo), account executive of G. P. Gundlach & Company, Cincinnati consultants to the dairy industry, is the recipient of dual recognitions of his services in announcement of his promotion to Assistant Vice President of the Gundlach organization and election to "Club 13," the firm's honor organization for associates attaining thirteen years' service.

Mr. Barnhart, known as "Barney" to his colleagues in the Gundlach organization and in the dairy plant territory of Michigan, Indiana and the Louisville, Kentucky area, joined the Gundlach organization in 1939.

G. P. Gundlach, President of the firm (right, in the photo), has conferred the mystic "Club 13" service pin, a lapel insignia with diamond embellishment and custom-designed in a distinctive pattern originated by the firm.

Mr. Barnhart is a member of the Michigan Dairy Boosters, the Indiana Dairy Boosters and the Allied Ice Cream Manufacturers of Metropolitan Detroit. He is also affiliated with the Masonic Lodge of Oxford, Ohio.

As assistant Vice President, Mr. Barnhart, who will continue serving the dairy plant territory he now covers, will cooperate closely with Ross J. Winning, Gundlach Vice President in Charge of Sales and Marketing, in a number of new research, management and merchandising developments originated and designed to provide expanded markets and more profitable operations for milk, dairy and ice cream plants.

BOERSMA JOINS STOUGHTON



Harold F. Boersma is now associated with the Stoughton Cab and Body Company, Stoughton, Wisconsin, as a sales engineer for refrigerated truck bodies.

The company has installed a laboratory for testing of refrigeration equipment and for research in the field.

H. F. BOERSMA

Mr. Boersma brings to the company many years of experience in the field. Stoughton has built truck bodies for many years and was among the first to provide refrigeration for the transportation of ice cream.

ICE CREAM FIELD, July 1952



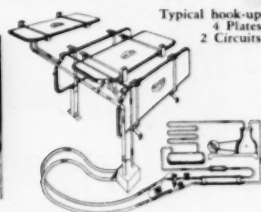
customers melt away
...when ice cream does
protect your sales with

KOLD-HOLD REFRIGERATION

When Ice Cream gets soft, sales get hard. It doesn't take long for ice cream to lose its rich creamy flavor—that keeps customers coming back—when it is transported or delivered without adequate refrigeration. That's why so many ice cream plants have equipped their trucks with "Hold-Over" truck refrigeration.

They've found that "Hold-Over" Plates maintain predetermined low temperatures throughout the longest day's trips to prevent melting and loss of flavor. The difference in taste is quickly noticed at the consumer's table.

They've found that no other method of refrigeration can compare for efficiency, dependability and economy. The "Hold-Over" Plates refrigerate their trucks for as little as 10 cents a day. Connecting into central plant compressors or plugging-in self-contained units when the truck is not in use builds up a charge of refrigeration in the "Hold-Over" Plates. This keeps their ice cream as safe as it is in a plant storage room for an entire day. Why take chances when it costs so little to be safe. Next time specify Kold-Hold Truck Refrigeration. Write for the new Catalog.



Typical hook-up
4 Plates
2 Circuits

KOLD-HOLD

protects every step of the way

KOLD-HOLD MANUFACTURING CO.

470 E. Hazel St.,

Lansing 4, Michigan

DR. HASS HEADS SUGAR GROUP



DR. HASS

Dr. Henry B. Hass, a nationally-known organic chemist, was elected President of Sugar Research Foundation, Inc., and Sugar Information, Inc., at meetings of the Boards of Directors on June 3. Until recently Dr. Hass was Director of Research for General Aniline and Film Corporation.

In the field of organic chemistry, Dr. Hass' nitration studies made nitromethane commercially available and sparked the discovery of the modern method of making higher sugars from lower ones. His studies of chlorination, nitration, fluorination and general organic synthesis resulted in his receiving honorary degrees from Ohio Wesleyan University and the University of Chattanooga, and being made a Fellow of the International Congress of Anaesthetists, the Royal Society of Arts (London), and of the American Institute of Chemists.

Other officers elected by Sugar Research Foundation are Victor L. Johnson and Robert H. Shields, Vice Presidents. Sugar Information elected as Vice Presidents H. Beach Carpenter, Neil Kelly and Robert H. Shields.

The Sugar Association, Inc., elected the following officers:

Ernest W. Green, President, Horace Havemeyer, Jr., Wallace C. Kemper, and Robert H. Shields, Vice Presidents. F. A. Davidson was elected Treasurer of all three corporations and Inzer B. Wyatt, Secretary. David M. Keiser, retiring President, becomes Chairman of the Board.

DOYLE RETURNS TO NELSON FIRM



G. J. DOYLE

G. J. Doyle returned "home" on May 1 to the C. Nelson Manufacturing Company, St. Louis, as Vice President and General Manager, after an absence of ten years.

The announcement was made by James L. Nelson, Chairman of the Board of the C. Nelson Manufacturing Company.

Mr. Doyle was associated with the Nelson Company originally from the year 1931 to 1942 in various capacities. In 1942, he was appointed assistant to the District Chief of the Cleveland Ordnance District, Cleveland, Ohio. In 1943 he was appointed Assistant to the Director of Supply Control, Army Service Forces, Washington, D. C., stationed in the Pentagon.

In late 1944, Mr. Doyle was named Production Manager of the Hussmann Refrigeration Company, St. Louis, Missouri, and elected Vice President in charge of production in 1951, a position he held until resigning May 1.

OLSON JOINS MALT-A-PLENTY



N. E. OLSON

N. E. Olson has joined Malt-A-Plenty, Inc., as Director of Product Development, Research and Technical Service, according to Harry B. Burt, President.

Mr. Olson has spent his working life in the industry as professor of dairy manufacture, as production manager, as researcher, convention speaker and writer in technical service to the industry. He has a record of having worked in over 150 plants in the United States.

Mr. Olson has been technical adviser for Good Humor Ice Cream Company of Tulsa, Oklahoma, for some twenty years and technical consultant for Malt-A-Plenty, Inc., for fourteen years. During the past eighteen years, he has made a special study in the manufacture and application of stabilizers in the ice cream as well as other industries.

DAVID KATZENSTEIN IS DEAD

David Katzenstein, founder of the Star Extract Works, New York City, died June 2 after suffering a heart attack. He was eighty-seven years old. Survivors include Mrs. Katzenstein, and two sons, Carl and Miles. The brothers are continuing the business.

*For the finest Chocolate
Ice Cream in Town*
... your ice cream plus chocolate
flavors and cocoas by Ambrosia!

Ambrosia
FOOD OF THE GODS
SINCE 1894

AMBROSIA CHOCOLATE COMPANY — MILWAUKEE 3, WISCONSIN

HARRY VOSS PROMOTED

Harry Voss, manager of the Foremost Dairies plant in Brooklyn, New York, has been promoted to the post of Operation Director of his firm's northern properties.

Mr. Voss recently was confined to the Brooklyn Hospital, and acknowledges "with profound thanks" the many messages received during his recuperation.

JOHN D. BIRCHARD PROMOTED



J. D. BIRCHARD

Gundlach organization.

Mr. Birchard, who received his degree in Mechanical Engineering in 1934 from the University of Cincinnati, is a member of the Ohio Society of Professional Engineers.

John D. Birchard, who has served as an account executive of G. P. Gundlach & Company, Cincinnati consultants to the dairy industry, has been promoted to Assistant Vice President of the company.

G. P. Gundlach, President of the organization, said that the advancement was in recognition of Mr. Birchard's attainments in service to milk, ice cream and collateral dairy products firms he has served through the facilities of the

The RIGHT case for a "big stop!"



HILL 90XC

NO

MANUAL DEFROSTING
PLATES WASTING SPACE
SNOW TO SCRAPE

Write for catalog

C. V. HILL & CO., INC., Trenton 1, N. J.



PROMOTE GALLONAGE

with
Easy-Dip HOME USE

ICE CREAM SCOOP

15,000,000
new bulk ice
cream buyers need
this colorful home-use
scoop . . . and it will
BOOST your bulk sales
as a promotion item.

To introduce you to this
NEW promotion send
\$1.00 in cash or money
order and we will mail
postpaid two **EASY-DIP**
DISHERS. For prices write—

THE LLOYD DISHER CO.
DECATUR, ILLINOIS



This all-plastic, non-breakable scoop is the ideal self-liquidating promotion for upping your gallonage in 1952.

MICHAEL HENDLER DIES

Michael Hendler, President of Borden's Ice Cream Company, Wilmington, Delaware, died June 8 in the University Hospital in Philadelphia. He was fifty-six years old.

Mr. Hendler helped establish the Sharpless-Hendler Ice Cream Company of Wilmington, which was incorporated in 1919. He was Vice President of the firm in 1929 when it was acquired by the Borden Company and became its President in 1934. The Sharpless-Hendler name was changed to Borden's Ice Cream Company in 1946.

In 1930, Mr. Hendler was appointed Chairman of the Borden Company's South East District which distributes ice cream products in Delaware, Maryland, New Jersey and northeastern Pennsylvania, and has plants in many cities in the area.

Surviving are three brothers, L. Manuel, Bernard and Louis, and three sisters, Mrs. Jacob Levin, Mrs. Henry Goldstone, and Mrs. Ann Biron.

L. Manuel Hendler is President of Hendler's Ice Cream Company in Baltimore, Maryland.

J. H. FRANDSEN HONORED

J. H. Frandsen, emeritus head of the Department of Dairy Industry at the University of Massachusetts, Amherst, Massachusetts, was honored at Iowa State College at Alumni Day activities when he received the Chicago Alumni Merit Award on June 14. Inaugurated in 1932, the award is bestowed upon outstanding alumni for meritorious service in their fields and their contributions to their fellowmen.

COOPERATIVE APPOINTS PEASBACK



R. F. PEASBACK

Mr. Peasback will direct the merchandising of the company's complete line of packaged products, including milk, cream, ice cream, cheese and manufactured products. For over twenty years he has been associated with the milk and ice cream industries.

He was formerly the Advertising and Sales Manager of Vitex Laboratories. In 1945 he joined E. F. Drew and Company, as manager of a new division and while there, pioneered several new products for milk and ice cream.

Dairylea brand products under Mr. Peasback's supervision will standardize on packaging and specific promotions; and in addition, several new consumer items soon will be placed on the market.

TWO NEW JERSEY FIRMS MERGE

Merger of Vogt's Ice Cream Company, Inc. of Englewood, New Jersey and Terwileger and Wakefield, Inc. of Ridge-wood, New Jersey has been announced by E. G. Tyrell, executive of the latter firm. Each company will retain its individual identity, with the T&W brand to be produced in both plants.

The merger will permit expanded production and distribution of both brands of ice cream. Efforts will be made to increase sales in New York, according to reliable reports. At present, the T&W products are sold in New York's Grand Union super markets.

THERMACOTE APPOINTS ZIMMERMAN

The Thermacote Company has announced the appointment of Harry H. Zimmerman, 1689 S. Evergreen Avenue, Akron 14, Ohio, as a sales representative for Ohio. Mr. Zimmerman will be representing the complete line including C-Thru lids, Vista-Dome lids, and the various sizes of illuminated plastic superstructures.

Mr. Zimmerman has long been associated with the refrigeration industry, having entered the field thirty-five years ago.

WILLIAM K. WALLBRIDGE HONORED

The Banker's Club of New York was the meeting place on June 6 for a small group of long-time associates who honored William K. Wallbridge, former Chairman of the Board of Lamont, Corliss & Company and its successor, the Nestlé Chocolate Company, Inc., and Honorary Chairman of the Board of the merged Nestlé Company, Inc.

Mr. Wallbridge is widely known in the chocolate industry,

having been for many years a member of the Executive Committee of the Association of Cocoa and Chocolate Manufacturers.

At the luncheon, Clive C. Day, Director and Chairman of the Executive Committee of the Nestlé Company, Inc., presented Mr. Wallbridge with a handsomely framed aerial photograph of the chocolate plant at Fulton, New York, where Nestlé's, Peter's and Runkle's chocolate products are manufactured.

RALPH R. HORNER JOINS KALVA


Robert L. Close, General Sales Manager of the Kalva Corporation, Waukegan, Illinois, announces the appointment of Ralph R. Horner as his assistant in the Sales Department. Mr. Horner has had extensive experience in the electronics field.

ROBERT H. CYLDE IS DEAD

Robert H. Clyde, Manager of the Abbotts Dairies ice cream delivery department, died June 20 at his home, 835 Knorr Street, Philadelphia. He is survived by his wife, Rae.

Mr. Clyde started with the company in 1922 as a member of the sales force of the ice cream business. He helped to establish outlets in Philadelphia, Harrisburg, and Allentown, Pennsylvania and Newark, New Jersey. In 1932, with the business continually expanding, he was appointed head of the delivery department, a position he held until his death.

PREREQUISITE TO FINE ICE CREAM

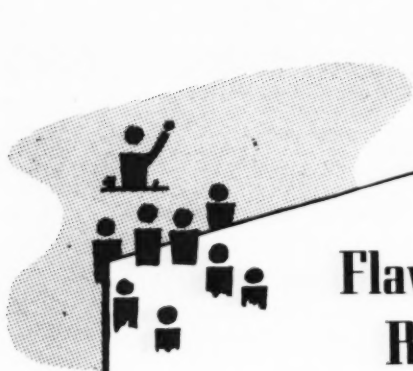


Beck's

Always Finer

VANILLAS

BECK VANILLA PRODUCTS COMPANY
General Offices and Factory: EAST ST. LOUIS, ILLINOIS



Flavor Association Meets, Re-elects All Officers

All officers of the Flavoring Extract Manufacturers Association were re-elected at the group's annual convention, held May 25 to 28 at the Hotel Edgewater Beach, Chicago.

Those who will continue to serve on the association's Board of Governors include W. G. Grant, National Nut-Grape Company, Atlanta, Georgia, President; William H. Hottinger, Bowey's, Inc., Chicago, First Vice President; Don C. Jenks, Foote and Jenks Company, Jackson, Michigan, Second Vice President; Myron J. Hess, S. Twitchell Company, Camden, New Jersey, Third Vice President; L. P. Symmes, Baker Extract Company, Springfield, Massachusetts, Secretary; and Lloyd E. Smith, Virginia Dare Extract Company, Brooklyn, New York, Treasurer.

The Executive Committee will consist of E. N. Heinz, Jr., Food Materials Corporation, Chicago, Chairman; H. E. Reinhardt, Jr., American Home Foods, Inc., Morris Plains, New Jersey; S. M. Kleinschmidt, Liquid Carbonic Corporation, Chicago; and M. Winston, Blanke-Baer Extract and Preserving Company, St. Louis, Missouri.

John N. Curlett, McCormick and Company, Baltimore, Maryland, and Leslie S. Beggs, Styron-Beggs Company, Newark, Ohio, comprise the Advisory Committee, with Mr. Curlett serving as Chairman.

One of the key convention talks was delivered by Professor P. S. Lucas of Michigan State College. He discussed various vanilla flavors and referred to an American Dairy Science Association study of consumer preferences with regard to vanilla flavor. Professor Lucas said that, in the long run, the ice cream manufacturer has more to gain through the use of pure vanilla flavor of fine quality.

Another important speaker was the association's attorney and executive secretary, John S. Hall. He reported on hearings being held before the Federal Security Administrator on proposals to establish definitions and standards of identity for ice cream products.

The association's annual golf tournament, held at the Edgewater Country Club, was won by Guy Bates of the Bates Chemical Company.

Illinois Outing Scheduled

At a recent meeting of the annual summer outing committee of the Illinois Dairy Products Association, the date was set at July 16.

It will be held at the Peoria Country Club in Peoria, Illinois. Chairman for the outing is Bob Christiansen of the Robert P. Christiansen Company.

The following were appointed Chairmen of their respective committees for the summer outing: Attendance-Publicity—C. J. Beringer, H. Kohnstamm and Company Inc.; Baseball—Frank Brashhears, Cherry-Burrell Company; Captains—Bill Evans, Smith Lee Cap Company and Bob Owen, J. D. Roszell Company; Prizes—George Newman, S. J. Wolff Company; Horseshoes—Frank Strong, Midwest Dairy Products; and Golf—Clare Jack, Victor products Corporation.

The club boasts a fine swimming pool, together with an attractive golf course. Inquires should be made to the Illinois Dairy Products Association, Inc. Suite 2001, 309 West Jackson Boulevard, Chicago, Illinois.

ADA Announces 1953 Meeting

The 1953 annual meeting of the American Dairy Association will be held at the Morrison Hotel in Chicago, March 22, 23 and 24, it has been announced by President C. R. Schoby.

The Administrative Committee will open the three-day session on March 22. The Executive and Standing Committees will meet the morning of March 23. The remainder of that day will be given over to the annual Dairy Industry Rally and the Distinguished Service Award Dinner.

The meeting of members and the Board of Directors will be held March 24, at which time program activities and the association's affairs for the year ahead will be mapped out and set in motion.



CHICAGO DAIRY Technology Society's May 14 meeting was featured by pantomime show. Pictured there were, left to right:

LARGE GROUP: Seated, Mrs. Dick Doherty and Mrs. Robert Koch. Standing, Robert Koch, Food Materials Corporation, C. A. Rinehart, Swift and Company, Harold Ackerman, Food Materials Corporation, O. E. Ross, National Pectin Products

Company, and Dick Doherty, Food Materials Corporation.

TOP ROW: Mrs. Lila Divine, Illinois Dairy Products Association, Mrs. Mary Welch, Mary Welch Specialties, and M. G. Van Buskirk, Illinois Dairy Products Association; Ed McCormack, Sally Mahoney Extract Company with Bob Christiansen, Robert P. Christiansen Company; Anthony Paulus, Walgreen Company with Dr. Zoe Anderson, National Dairy Council.

BOTTOM ROW: Ed McCormack, Mrs. Ray Morrill, Bowman Dairy Company, Mrs. Bert Roney, Calumet Food Corporation, Miss Sally Mahoney, Sally Mahoney Extract Company and Ray Morrill, Bowman Dairy Company; Miss Diana Cacich, Illinois Dairy Products Association, Bob Christiansen, Arnold Sutherland, Stein, Hall and Company, and Ted Schedler, Culligan-Zeolite Company.

Chicago "Theatre" A Hit!

The members of the Entertainment Committee of the Chicago Dairy Technology Society proved their ability by conducting a successful Spring Party at the Chicago Furniture Club on the evening of May 14. A record-breaking crowd of 311 attended the dinner. Mary Welch, Mary Welch Specialties, Inc., was chairman of the committee. Other committee members were: Robert Bereiter, Bowman Dairy Company; Adolph Brunner, George F. Schwartz; Natt Hammer, A. E. Staley Manufacturing Company; Don Hemb, Elgin Milk Products; Ed McCormack, S. H. Mahoney Extract Company; and Paul Pertz, Cremix Company.

The evening began with a "Cocktail Hour," made possible by the contributions from affiliate members. A "gourmet's delight" dinner followed.

The feature attraction of the evening was the presentation of a pantomime show, portraying the dairy industry from the Neolithic Age to date. It was written and directed by Mrs. L. B. Esmond, Howard Black Cherry Company.

Ed McCormack as Master of Ceremonies, started the show

by presenting "Belchie" the Cow (C. J. Beringer of H. Kohnstamm and Company and Natt Hammer) and the Cave Man (Ralph Goodwin of United Milk Products Company), who discovered milk in prehistoric days. Next came Nero (Bob Christiansen of Robert P. Christiansen Company) and his slaves (Diana Cacich of the Illinois Dairy Products Association, Ted Schedler of Culligan-Zeolite Company and Arnold Sutherland of Stein, Hall and Company), who portrayed the discovery of what we now know as sherbet. Dr. William Collins (Swift and Company) as an ice cream salesman presented George Washington (Robert Lamson, Sr. of Single Service Company) with a monthly ice cream bill of \$200, in accordance with a famous "Believe It Or Not" fact.

A modern baby (Elsie Noga of Hawthorn-Mellody Farms) put her dad (Adolph Brunner) through a trying night until he calmed her with an old fashioned bottle of milk. The dairy industry moved ahead with Dr. Zoe Anderson (National Dairy Council) and Anthony Paulus (Walgreen Company) as teen-aged sweethearts with their ice cream cones, and the young lovers (Mark Goodman, Jr. of Goodman

self-service at its very best

Eskimo

• MAGNETIC APPEARANCE

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• EASY ACCESSIBILITY

• TROUBLE-FREE OPERATION

• LOW PRICE TAG

ICE CREAM and DAIRY MERCHANDISERS

Feature for feature, no other self-service cabinets at any price compare with the sleek, streamlined ESKIMO MERCHANDISERS. Every detail has been carefully calculated to make self-service merchandising as profitable as possible.

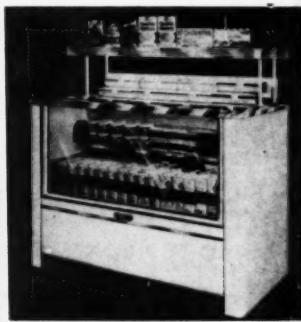
Write **ESKIMO KOOLER CORPORATION**

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Chicago, Illinois



ICE CREAM CABINET
56" LONG 30" WIDE



DAIRY CASE
56" LONG 30" WIDE

ICE CREAM FIELD, July 1952

87

American Corporation and Miss Englander) with their sodas. Old age and the dairy industry were represented by Mr. and Mrs. Robert Atkins (Atkins Ice Cream Company) with bottles of milk and yogurt.

The cast were all in appropriate costumes. The approval of the audience was evidenced by their applause. Among the guests were Dr. Frank Meriweather and Harold Wainess of the Chicago Health Department; James L. Fox and James Burke of the Division of Foods and Dairies, and Andy Colebank of the Federal Milk Market Administrator's office.

Atlanta "Style Show" Held

One of the most unique dairy programs ever sponsored in the South was held June 2 at the Druid Hills Country Club in Atlanta, Georgia. The new Atlanta Dairy Technology Society planned and presented a "Dairy Foods Style Show" in conjunction with the American Dairy Association.

More than 250 dairymen and their wives enjoyed a dinner on the terrace of the club. Special milk cartons, donated by Dairypak, Inc. of Athens, were printed for the occasion. Milk and specially prepared ice cream were donated by the dairies of Atlanta.

Mrs. Agnes Reasor Olmstead, Food Editor of the *Atlanta Constitution*, presented a program showing new uses for dairy foods. Mrs. Olmstead has won in recent months several state and national awards for her work.

A number of models dressed in the latest Parisian fashions, not only displayed the beautifully prepared dairy dishes but also demonstrated how dairy foods can be used advantageously in all meals, from breakfast to the late bedtime snack.

The program illustrated the possibilities of promoting dairy foods in cooperation with major newspapers, radio stations, department stores and dairy organizations.

Through the services of the University of Georgia Agricultural Extension Service, the show was filmed and televised over one of the most powerful television stations in Atlanta, giving coverage within a radius of more than 100 miles of Atlanta. Each model was photographed to show the costume and the food tray together. Then close-ups were taken of each tray to call attention to the various dairy foods used. A total of thirteen dairy foods were demonstrated during the evening.

Officers of the Atlanta Dairy Technology Society are:

Ben Stakes, President; J. R. Culp, Vice President; J. J. Sheuring, Secretary; Royce Breedlove, Treasurer; Stanley Brumley, Sergeant at Arms; and H. B. Henderson, Program Chairman.

Wiley Obenshain, Jr., arranged the banquet and James Jackson was in charge of reservations.

New Yorkers Plan Outing

Plans now are being made for the annual outing of the Ice Cream Supply Men's Club of New York, and a record attendance is expected, according to Alex M. Brown, Chairman of the outing committee. The outing will be held August 19 at the Plandome Country Club, Plandome, Long Island.

The highlight of the outing will be the inauguration of the industry Golf Championship Tournament which will bring together the most capable golfers in the metropolitan area ice cream trade.

William Stevenson of the Oval-Wood Dish Corporation is in charge of the tournament this year. There will be a low gross trophy for the winner of the tournament and additional prizes for the low gross ice cream manufacturer and low gross ice cream supply man score. There will also be a low net prize in each class. Various other novelty prizes are planned for the golf activity.

Non-golfers will be interested in the baseball competition which has become an important event of the annual outing. Morris Fuchs, President, has been the sparkplug in promoting interest in the baseball games which pit the ice cream manufacturers against the supply men.

Further activities for the non-golfers will include a dart throwing contest and a horse shoe pitching tournament. Tennis courts also will be available.

The 1952 outing committee includes, besides Messrs. Stevenson and Brown, George C. Ashley of Robert A. Johnston Company, Morrie Yohai of S & S Cone Corporation, John Nolan of Newly Weds Baking Corporation, Eugene Teal of Hooton Chocolate Company, Thomas McGlynn of the Continental Can Company, and Morton L. Ackerman (Chairman of Publicity) of Schaefer, Inc., Minneapolis, Minnesota.

Ted McDonald of Towne Talk Ice Cream has stated that he is planning to attend, as have Morris Friedman of Mello-Maid Ice Cream, and Lester Smith of Smith Brothers Ice Cream Company, among others.

SQUEEZE CUPS

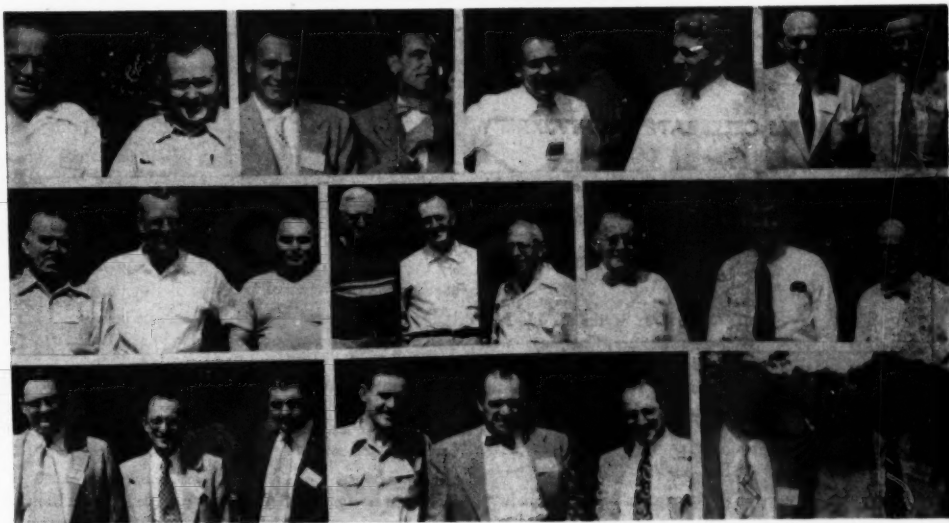
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PHILADELPHIA DAIRY Mixers' annual outing on June 20 attracted many of the area's key trade personalities. Pictured there by the ICE CREAM FIELD man were, left to right:

FIRST ROW: King Martel of Kelco, Joe Conway of Robert A. Johnston; Vince Brown of Frigidaire and Herm Passmore of Anheuser-Busch; Dewees Showell of

Mulholland-Harper and C. M. Welch of John H. Mulholland; Mickey Glaubman and Dan Meahan of American Food Labs.

SECOND ROW: John Swisher of Savage Arms, Bob Davison of Kelco and Roy Stout of the C. Nelson Manufacturing Company; Ridgway Kennedy, Jr., of Abbotts, C. Noetzel of Borden's with Walter Rosskam of David Michael; G. S. Rose of Creamery

Package, W. Rickett of Abbotts and Ernie Fischer of Creamery Package.

THIRD ROW: J. R. Parks of Koontz Creamery with Paul Hammond and E. Fogelsanger of Dalvale Ice Cream; Bob Lyon of Mathieson, Manny Burke of Quality Steel Equipment and George Rosskam of David Michael; John Miller of Chester-Jensen with T. M. Macksey of Sealright.

Philadelphia Outing Held

More than 300 persons participated in the annual summer outing of the Philadelphia Dairy Mixers on June 20 at the Aronomink Country Club, Newtown Square, Pennsylvania. A day of sports, a festive dinner, and professional entertainment were highlights of the event.

Among the winners on the golf course were Gene Pearce of Pe-Ro Ice Cream, Bill Smizer of Green's Dairy, Frank Nelmies of Woodlawn Dairy, and Lou Tranzillo of ICE CREAM FIELD. More than 100 golfers competed.

An executive of the suppliers' organization disclosed that the membership listing of 124 persons represents an all-time high. A directory of members was distributed at the outing.

Van Buskirk Elected

M. G. Van Buskirk, Executive Secretary of the Illinois Dairy Products Association, was elected Chairman of the Hospitality Committee for the 1952 Dairy Industries Exposition at a meeting held June 16 at the Steel Room of the Union League Club, Chicago.

E. B. Lehrack, President of the Creamery Package Manufacturing Company, as acting Chairman, opened the meeting with a brief outline of the principal objectives of the

Hospitality Committee, saying that "We all want to welcome Dairy Show visitors with a smile, help them get located, and explain how to get to the Show, make them feel at home, and above all, glad that they came to Chicago."

Mr. Van Buskirk summed up the Committee's plans with a statement that Hospitality Information booths would be set up in leading convention hotels during the Dairy Industries Exposition and that sub-committees for plant tours would be appointed.

S. E. Crofts, Vice President of Batavia Body Company, and Chairman of the Attendance Promotion Committee, reported that attendance estimates should be raised to 35,000.

Price Heads Dairy Science Group

Ballots of members of the American Dairy Science Association mailed to Secretary P. R. Ellsworth, Ohio State University, Columbus, Ohio, have elected W. V. Price, University of Wisconsin, Madison, Wisconsin to the Vice Presidency of the Association.

N. N. Allen, University of Wisconsin, Madison, and L. H. Rich, Utah Agricultural College, Logan, were elected to Directorships.

Former Vice President H. B. Henderson, University of Georgia, Athens, by rules of the association, was elevated to the Presidency this year.

MAHONEY FIRM CELEBRATES ANNIVERSARY



SALLY MAHONEY

One of the ice cream trade's most prominent suppliers of vanilla products this month celebrates its fourteenth anniversary of business activity.

The firm is the S. H. Mahoney Extract Company, with headquarters in Chicago, Illinois. Miss Sally Mahoney founded the concern in 1938, and its history has been marked by steady growth.

Among the Mahoney products are pure vanillas, fortified vanillas, imitation vanillas in all strengths and vanilla powder.

Miss Mahoney observed her company's birthday by thanking "our many customer-friends for their help" in the development of the Van-Sal trade mark.

MAY ICE CREAM PRODUCTION DOWN 3%

The Bureau of Agricultural Economics estimates the May production of ice cream at 56,865,000 gallons—three per cent less than the quantity frozen in May last year, and six per cent less than the five-year, 1946-50, average for the month. However, this May's output has been exceeded only by that of last year and by the May production in the immediate post-war years of 1946 and 1947.

During the first five months of 1952, ice cream production was five per cent larger than in that period a year ago and was fractionally above the January-May, 1946-50 average. Production rose sixteen per cent between April and May this year, compared with a thirty-two per cent jump at this season last year and an average increase of eighteen per cent between April and May in 1946-50 period.

May production of sherbet was estimated at 2,690,000 gallons—nineteen per cent more than the May output last year and ninety-six per cent more than the 1946-50 average for the month.

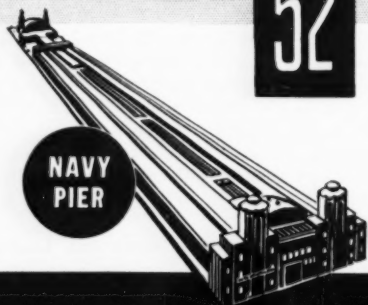
DAIRY ENGINEERING ORGANIZED

Dairy Engineering Inc., 29 Bala Avenue, Bala-Cynwyd, Pennsylvania, was organized October 1, 1951.

The company sells, installs and services dairy processing machinery and refrigeration equipment. The company has a complete line of selected equipment from independent manufacturers. The company is also associated with the D. Frank Black, Jr. organization which sells dairy supplies.

ALL THAT'S NEW IN

'52



**DAIRY INDUSTRIES
EXPOSITION**

CHICAGO • SEPT. 22-27



Dairy Engineering Inc., was organized by C. M. Minthorn (left, in photo above) and G. W. Rahauser (right, in photo). Mr. Minthorn has had twenty-five years' experience in the sale of dairy machinery and supplies. Mr. Rahauser has had twenty years' experience in the sale, engineering, layout and servicing of dairy machinery.



FLY CHASER FAN

BLOWS A STRONG
CURTAIN OF AIR ACROSS OPENINGS
DISCOURAGING FLIES FROM ENTERING

Ask for Bul. 216 C

REYNOLDS
ELECTRIC COMPANY

RIVER GROVE, ILL.

MARATHON EXPANSION NEARS END

Final phase of a three-year building and equipment expansion program for Marathon Corporation's food package manufacturing plant at Wausau, Wisconsin was underway in June as foundations were poured for a new shipping and receiving warehouse.

Construction schedules call for occupancy by late December, plant manager Oscar Eggebrecht said.

The addition is being attached to the present building, a Wausau industrial showplace that was placed in operation in January, 1950. It will permit year-around capacity operation of converting equipment which produces packages for frozen foods, dairy products and perishable bakery merchandise. By stockpiling finished packages, the plant will be able to operate on a steady employment basis, rather than to meet seasonal requirements of the frozen food industry.

Of steel and concrete fireproof construction, the new warehouse will consist of one story and a basement 168 feet by 442 feet. The structure will be faced with masonry veneer which architecturally will duplicate the present manufacturing plant and office building.

NATIONAL DAIRY OFFICES MOVED

Headquarters offices of National Dairy Products Corporation were moved June 16 from 230 Park Avenue to 260 Madison Avenue, New York City. Five contiguous floors at the top of the new 260 Madison building are occupied by the Company's executive staff and its various administrative departments.

ICE CREAM FIELD, July 1952

BORDEN BUYS SCOGGINS FIRM

Sale of the Scoggins Ice Cream Company, Oklahoma City, Oklahoma, to the Borden Company has been announced by Paul Scoggins, owner, and Ralph Nelms, Borden regional manager.

The Scoggins firm has been in business thirteen years, serving numerous hotels, restaurants and drug stores.

Mr. Scoggins will be associated in the enterprise for a time and the Scoggins plant will continue operations. Eventually, possibly within the current year, the plant and personnel of the Scoggins business will be merged with the Borden offices and processing plant.

JOHN H. JACOBS APPOINTED

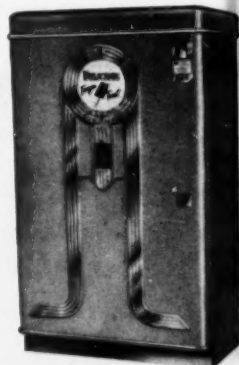
Lloyd S. Fiscus, Sales Manager of Hooton Chocolate Company, Newark, New Jersey, reports the appointment of John H. Jacobs as sales representative for the Midwest including St. Louis to Salt Lake City. Mr. Jacob was formerly General Manager of the Baur Confection Company of Denver, Colorado. For a period of ten years he was a member of the executive board of the Associated Retail Manufacturers. His office will be at 100 South Cherry Street, Denver, Colorado.

NEW YORK HONORS KOHNSTAMM FIRM

The City of New York has awarded to H. Kohnstamm and Co., Inc., a Certificate of Business Merit in recognition of 100 years of community service. The award was presented

ATLAS "Col Snac" VENDOR

FOR ICE CREAM
BARS-ON-STICKS
OR ICE CREAM
SANDWICHES



The ONLY Merchandiser With ALL the Practical Features
That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!
- Light Where It's Needed!
- PLUS— $\frac{1}{4}$ hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination-proof liners and working parts—many other exclusive features.

Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd.
St. Louis 15, Missouri

to Louis J. Woolf, President of H. Kohnstamm and Company, at the Waldorf-Astoria Hotel on May 13 at a luncheon arranged for the presentation.

In accepting the Certificate of Merit, Mr. Wolf expressed his appreciation for the recognition as well as for the co-operation the company had always received from city officials through several generations of management.

The Kohnstamm concern was established in 1851, its early place of business being on the site of what is now the Municipal Building, and the firm has continued its New York establishment within a few blocks of where the business was founded.

The luncheon was attended by a number of representatives of firms which have done business in New York for over 100 years. The meeting was presided over by Walter T. Shirley, with an address by Vincent R. Impellitteri, Mayor of the City of New York.

GRACE LINE DISPLAY BOOSTS CONTEST

Sealright's \$26,000 snapshot contest was featured last month in one of the world's most valuable display spaces, launching a nationwide series of windows planned to dramatize the contest in cities and towns throughout the United States.

The big Grace Line window at the Fifth Avenue entrance to Rockefeller Center in New York City spotlighted the contest for hundreds of thousands of New Yorkers and visitors with the explanatory sign:

"The Sealright Company, Fulton, New York, manufac-



turers of ice cream containers and sanitary closures for milk bottles, believes the best way to stimulate their own business is to promote the sale of their customers' products—milk and ice cream. During May, June and July, Sealright offers \$26,000 in prizes to consumers of these products who submit interesting snapshots.

"If you want to win one of the two Caribbean cruises or one of 150 other valuable prizes featured in this contest and advertised in the *Saturday Evening Post* and *Collier's*, ask your milkman for the snapshot entry blanks or get one at your neighborhood ice cream fountain or grocery store."

Built around a model of the luxury ship Santa Paula, the window (see photo, above) gave contest details, listed the Sealright ice cream and milk companies cooperating, displayed Platt matched cruise luggage and pictured Westinghouse Cabinet Roasters and Ansco cameras in action. The latter companies are supplying their products for prizes. Top prizes, of course, are two luxury Caribbean cruises via Grace Lines.

National advertising by Sealright includes full pages in the *Saturday Evening Post* and *Collier's*. Dairies and ice cream manufacturers cooperating will tie-in with the contest in local markets with advertising under their own names.

W. Earl Bothwell, Inc., is the advertising agency. Hal Gardner is the account executive.

Fountain patrons of the Hotel Astor Pharmacy at Times Square, New York City, had their interest in the contest entry blanks intensified during a visit from the "Deauville Ambassador," traveling goodwill representative of White-lawn Dairies (see photo, below).

Harold Miller, Whitelawn Merchandising Manager, says,

Makes An Ice Cream Parlor Out of Every Home In Town



Why limit your volume to the quantity of ice cream people can eat at the fountain? This Nuroll Dipper Combination Deal will have people eating your ice cream in every home in your trading area.

Increased gallonage comes fast and stays permanently when retail outlets offer a Nuroll Dipper, a box of cones or cuplets and a half gallon of ice cream at an attractive combination price.

This beautiful, colorful, 11 x 17 double easel display card is selling take-home units in thousands of stores today. Space is provided for you to letter with crayon or paint your combination sale offer, and in which to mount a Nuroll Dipper. All you have to do is display the card on counter and in window.

We supply the cards, mats for newspaper and handbill advertising, home recipe leaflets telling how to make sodas, sundaes, desserts with your ice cream.

Start now! Sell bulk ice cream to those who can't find room at your fountain.

NUROLL

REG. U.S. PAT. OFF.
REG. IN CANADA

Domestic Type
Non-Mechanical
ICE CREAM DIPPER

Nuroll is a beautiful one-piece casting of sanitary metal—a real professional-type dipper that anyone can use with ease and speed. Write for prices.

THE ZEROLL COMPANY

ZEROLL — NUROLL — BULKROLL ICE CREAM DIPPERS

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It **PAYS** to do it the **VITAFREZE** Way!



New VITAFREZE[®] CONE FILLER

ONE OPERATOR fills 6 Cones at a time . . . direct from continuous freezer. Adjustable patented, filler valves feed evenly and accurately. **SAVES LABOR** . . . speeds production . . . steps up your cone profits.

TESTED, PROVEN by actual plant operation. No complicated mechanism. Simple, sanitary construction. Disassembles instantly for cleaning. **FULLY GUARANTEED.** Order yours **TODAY** . . . direct from us.



\$475

Complete with table

or **\$375**

Less Table

*Patents Pending,
T M Registered
U.S. Pat. Office

VITAFREZE Equipment, Inc.

6601 EASTERN AVENUE • SACRAMENTO, CALIFORNIA

"We are getting a real pull from this new Sealright contest. We've had a great number of requests for additional supplies of entry blanks and I'm happy to say that our package sales have stepped up substantially."

According to Reid McNamara, Sealright Sales Manager, hundreds of other ice cream manufacturers who pack in Sealright containers are promoting the current snapshot contest locally with "excellent" consumer response to this ice cream promotion.

DOLE MARKS 25TH ANNIVERSARY

1952 marks twenty-five years of manufacturing experience back of the Dole vacuum plate evaporator which was designed, patented and produced by Dole Refrigerating Company, Chicago, for all types of refrigeration applications.

One of the first applications was the modernizing of old brine cabinets by the installation of Dole conversion units. Some of the early ice cream companies that installed truck plates in Chicago were Borden, Swift, Shedd, and many others. The Shedd Company was one of the first ice cream companies to distribute frozen foods.

In an open letter to the trade, the Dole concern stated: "On our twenty-fifth anniversary, we take this opportunity to thank our employees, customers and suppliers for their help, cooperation and loyalty which has made it possible for our products to contribute to the refrigeration industry. As in the past twenty-five years, it is our earnest desire to supply the industry with the best and most modern refrigeration equipment."

ICE CREAM FIELD, July 1952

LILY-TULIP DEDICATES PLANT

What is believed to be the world's newest and largest paper cup and container plant was dedicated in Springfield, Missouri, on June 12 by Walter J. Bergman, President of the Lily-Tulip Cup Corporation, in ceremonies attended by 345 of Springfield's leading citizens, headed by Mayor William Karchmer, and a party of fifty-four directors, officers and guests of the corporation.

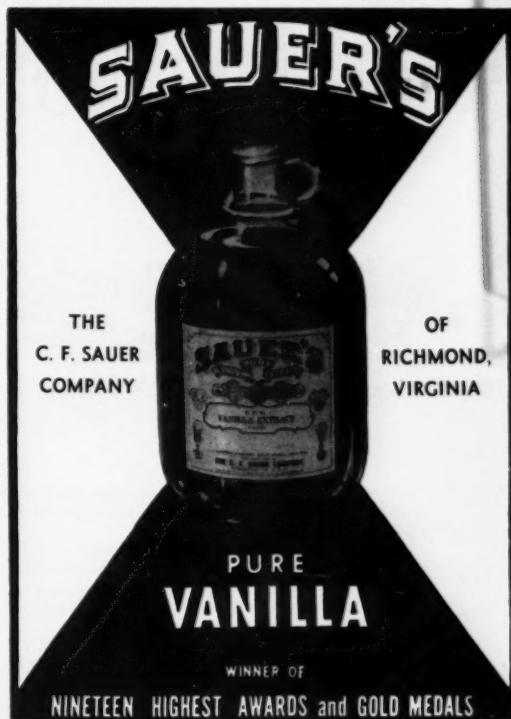
The 1,000-foot long plant is devoted exclusively to the manufacture of paper cups and food containers.

Enclosing a ten-acre area, the new industrial unit houses manufacturing facilities, offices and warehouse under one roof, and is situated on a hundred-acre site.

The mammoth plant is believed to be the most modern and efficient paper cup plant in existence, according to Harlan Carroll, Vice President in charge of the company's manufacturing. It contains many innovations in construction as well as in its layout which were shown to officials and guests in a preview of the facilities, following a board meeting on June 12. This board meeting was the first ever to be held outside the company's New York headquarters.

Limited operations have started, but completion of the installation of machinery is expected to take at least a year. "In full operation, the plant will employ between 1,500 and 2,000 people," Mr. Carroll predicted.

Construction was started January 4, 1951, and a little over a year later, on February 25, 1952, paper cup production was started on the first unit of three machines.



OPS CITES COURT DECISION

The attention of industry was called last month to a U.S. District Court decision which holds, in substance, that a business firm cannot wilfully violate an OPS regulation merely because the firm disagrees with the procedure prescribed by the order. The court pointed out that the Defense Production Act provides a method whereby control orders may be protested to the agency and reviewed.

The decision, given by Judge Edward Weinfeld of the U. S. District Court in the Southern District of New York, was described as a "significant warning" by Julius S. Wilker, OPS District Director for New York City and environs.

MANSFIELD APPOINTS BROKERS

Appointments of sales representatives in two cities was announced recently by A. M. Nelson, Vice President of Mansfield Chocolate, Mansfield, Massachusetts.

Ellis and Company, food brokers and manufacturers representatives in Cleveland, Ohio has been named to handle bulk chocolate products. Armand B. Sternberger of Illinois has been appointed sales representative in Illinois and Wisconsin for the firm's chocolate coatings, liquors and cocoa powders.

PHILADELPHIA DAIRY INSTALLS BAGGER

With the object of increasing production and saving labor costs, the Philadelphia Dairy Products Company, Inc., Philadelphia, Pennsylvania, has installed a complete Vitafreeze



Model D dipping and bagging machine. (See accompanying photos.)

With the aid of the engineering department of Vitafreeze Equipment, Inc., Sacramento, California, the installation was effected to meet special plant requirements for sanitary and efficient operation.

Harold T. Pratt, manager of production of Philadelphia Dairy Products, reports that the machine is operating at 900 dozen per hour production. One man places the confections on the machine, which automatically applies the coating and delivers the bars all bagged, to the four girls who pack them into cartons. The fifth girl seals the cartons and sends them to the hardening room via convenient overhead conveyor.

Vitafreeze Equipment, Inc., manufactures all types of frozen stock confection equipment adaptable to any capacity plant. Installations have been made in leading plants throughout the United States and Canada, as well as in a number of foreign country plants.

NESTLE FIRM MOVES OFFICE

The Nestle Company has announced the removal of its New York office to 2 William Street, White Plains, New York. The office formerly was located at 60 Hudson Street, New York City.

DIXIE CUP SPONSORS TV MELODRAMA

Dixie Cup Company last month began sponsorship in the New York City area of "Hollywood Off-Beat," a half-hour television detective story program starring actor Mel-



Try this special blended formula in your marbled ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

MANUFACTURED BY **BOYER BROS.** ALTOONA, PA.
INCORPORATED

J. D. CATLIN, Dixie Cup Advertising Manager, signs contract accepting sponsorship of the "Hollywood Off-Beat" television program as Slocum Chapin (seated right in top photo), ABC-TV executive, looks on. Standing, left to right, are Ted Maxwell, ABC account man; Peter Krug and Harry Hicks, Jr., both of Hicks and Greist, Inc., advertising agency handling the Dixie Cup account. The center photo shows the special print cup, which was stuffed with an informal insert, and mailed to Dixie Cup users in New York to announce the show. The bottom photo shows a typical point-of-sale poster being used to advertise the television show.

vyn Douglas. The program is seen on WJZ-TV, 8 to 8:30 P.M., EDT, on Thursdays.

The program advertises ice cream in Dixie Cups and other paper products. Hicks and Greist, Inc. is the advertising agency for the Easton, Pennsylvania concern.

A special preview of the first program was shown early in June during a reception at a New York restaurant attended by local ice cream manufacturers and trade press representatives.

STANDARDS HEARINGS TO RESUME

July 14 was named by presiding officer Edward E. Turkel as the day on which the Federal hearings to establish a uniform standard for ice cream and related products will be resumed. The hearings were recessed June 19 to enable sponsors of proposals to add surface active agents to the standards as optional ingredients to find additional witnesses.

Witnesses at recent sessions have supported the industry's position on the use of emulsifiers in ice cream. Two University of Pennsylvania scientists testified that emulsifiers do not affect the digestive pattern of children and that they do not irritate the gastrointestinal tract.

NATIONAL DAIRY PLANS TO BUY HUMKO

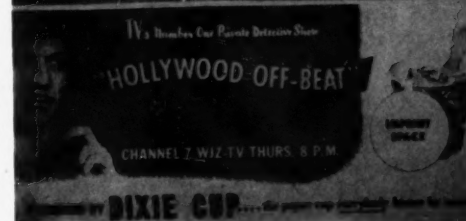
Negotiations are under way for the acquisition by National Dairy Products Corporation of the Humko Company and the Trendex Company, both of Memphis, Tennessee, it was disclosed last month by E. E. Stewart, President of National Dairy.

Humko and Trendex will operate as affiliates of National Dairy Products Corporation, and will continue to serve their customers, both old and new, under the same management.

According to Mr. Stewart, this move is in line with National Dairy's policy of diversification into promising markets.

S. L. Kopald is Board Chairman and Herbert Humphreys, President, of the Humko Company, which they founded in 1930. The company initially produced only household shortening, and in 1934 added the production of fully hydrogenated vegetable oil shortening for commercial baking companies. From time to time it has added specialized products for baking purposes, and in recent years has been particularly active in the development of special shortenings. These are sold in bulk to the baking industry, biscuit and cracker producers, potato chip and popcorn makers, doughnut fryers, and to manufacturers of prepared baking mixes.

In 1938, the Humko Company began production of margarine oil for margarine manufacturers and salad oils for the



McGraw

CONCENTRATE EMULSER

"for the finest in ice cream"

McGRAW CHEMICAL COMPANY

831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS



A SALUTE to the Ice Cream Festival was given on the May 31 Ken Murray Show (CBS-TV). An estimated audience of 16 million people was reminded that ice cream is not only delicious and nutritious but also economical. Annheuser-Busch, Inc., which sponsors the program, announced that its Refrigerated Cabinet Division would enter the frozen food cabinet field, and the first model in this new line, the GF-117F, was shown the television audience. Above, Ken Murray and Laurie Anders, stars of the show.

FOR TIE-IN PROMOTIONS



SCOOP-RITE
COMPANY

806 Wilde St., Detroit, Mich.

New! . . . A spade specifically designed for tie-in promotions. Price to ice cream manufacturer is low, ideal for combination offers. Highly polished aluminum finish makes it extremely attractive to consumer. Shown below is our sturdy, aluminum scoop, also ideal for tie-in promotions.



producers of salad dressings, mayonnaise, etc. Margarine oils and salad oils are made from refined cottonseed oil or soybean oil, or a combination of the two.

The impetus given to the use and improvement of margarine, and the improved legislative status of margarine have brought steady growth to National Dairy's margarine business. The Kraft Foods Company of Chicago, one of the major divisions of National Dairy Products Corporation, is a leader in the production of margarine and salad dressings.

A spokesman for the dairy chain told ICE CREAM FIELD that the acquisition was not related to the increasing production of vegetable fat frozen products by ice cream manufacturers.

MERRITT ISSUES CATALOG

R. K. Merritt and Associates, manufacturer of merchandising superstructures and transparent lids for ice cream cabinets, has issued a Summer 1952 catalog. Described as the most complete catalog the firm has ever offered, it contains illustrations and information on new items. Merritt's merchandising superstructures are designed to give shoppers complete point-of-sale data on ice cream and related items. Copies of the catalog may be had on request.

McKILLOP APPOINTED BY KLENZADE

John McKillop, for many years Chicago Office Manager of Klenzade Products, Inc., Products Division, has recently been promoted to the post of National Accounts representative, with headquarters at Chicago.

He will act as assistant to W. J. Dixon, Vice President of Klenzade in charge of the National Accounts Division.



"BUCKAROO" is the name given to an ice cream soda made with vanilla ice cream and chilled "Cock'n Bull" ginger beer, made by G. F. Heublein and Brother, Inc. The ginger beer is said to be ideal as a tie-in item with ice cream.

Classified Advertising

FOR SALE

FOR SALE: 60 and 300 gallon Continuous Freezers; 500 gallon York Stainless Steel, Direct Expansion Holding Tanks; also good selection of Homogenizers, Coolers, Pasteurizers, Pumps, etc. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, New York.

FOR SALE: Taylor Continuous Freezer for custard and soft ice cream, also stainless steel counter for same, complete set-up new, used very little. Snee Dairy, 766 West Chestnut St., Washington, Pa. Price \$2,000.00

FOR SALE: Grade A Milk & Ice Cream Plant, city of 50,000 population, located in central Texas. City has three colleges. Plant built in 1947, now bottling 800 gallons daily. Dairy bar with a glass block front, situated on a 100' by 150' lot main street. Equipped to bottle Pure Pak paper and oblong half gallon bottles. Four wholesale and two retail routes. Gross volume of business last year \$250,000. Pictures and list of equipment sent on request. Owner wishes to retire because of ill health. Price \$60,000 plus inventory. \$30,000 carried on real estate. Box 446, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: 1/4 ton 3 wheel ice cream retail truck, 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: NOVELTY BOXES—Full Telescope or Automatic Bottoms. 6 Standard sizes—Prompt Shipment—Priced right. Write for sizes and prices. PAPER-PAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

FOR SALE: Ice Cream plant very desirable location, fully equipped, reasonably priced. Write Box 445, ICE CREAM FIELD, 19 West 44th Street, New York 36, N. Y.

FOR SALE: One 1952 1/4 ton Dodge ice cream vending truck, and two vending bicycles with parts. Little Bo-Peep Ice Cream Company, Inc. Main Office: 137 Stadium Place, Syracuse, New York.

FOR SALE: ICE CREAM ADVERTISING MATERIAL—Wide variety of window and back bar displays and trims, posters and over-wire dominations; seasonal fruits; samples and prices. E. R. Quackenbush, 424 Fair St., Berea, Ohio.

FOR SALE: One 500 gallon Manton Gaulin Homogenizer, 2 years old, perfect condition. One Icy-flo, 5,000 pounds per hour, sweet water cabinet cooler 1 year old. Reason for selling: both of these pieces of equipment are too small for present operation. CLEARY'S MILK & ICE CREAM CO. Rhinelander, Wisconsin. Telephone 190.

HELP WANTED

HELP WANTED: Ice Cream Mold, Cake and Fancy Man. Must be A-1. Full time. Exclusive Co. in Beverly Hills, Calif. Write stating full experience and salary expected. Box 423, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: DIRECT SALESMAN. By well known chocolate manufacturer to travel Ohio and western Pennsylvania. Established accounts. Replies confidential. Write Box 447, ICE CREAM FIELD, 19 W. 44th Street, New York 18, New York.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 36, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

WANTED TO BUY

WANTED TO BUY: Used tricycles, scooters, vending machines. Write Pony Boy Limited, 1629 Van Horne Ave., Montreal, Quebec.

WANTED TO BUY: 2000 Gal. C. P. Homogenizer. 20,000 # Model #200 De-Laval Clarifier. 1,000 Gal. Refrigerated Horizontal Storage Tank. In Correspondence state serial number and condition of equipment—approximate date purchased—price asking. The Page Dairy Co., Toledo 1, Ohio.

POSITION WANTED

POSITION WANTED: PRODUCTION MAN—Scientific, practical, and progressive; seeks position in modern ice cream plant or creamery; twenty-five years experience in manufacture of ice cream mix, ice cream, butter, cream cheese and by products. Box 448, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.



An
All-Purpose
Stabilizer

Check for yourself the exceptional results that you can obtain by adding CP SherVel to your mix. Plant tests have shown that you can reduce whipping and freezing time.

And . . . you get a superior-bodied ice cream with a delightfully smooth texture that retains its quality longer in the cabinet.

For Ice Cream, Sherbets, Ices and Variegated Mixtures Available in 30 and 100 lb. containers and in barrels. Write for details. 250 Bu.

THE Creamery Package MFG. COMPANY
1243 W. Washington Blvd. • Chicago 7, Illinois

THE ORIGINAL

for BUTTER-PECAN
ICE CREAM

Mary Welch Specialties
FOR ICE CREAM MANUFACTURERS
310 WEST WASHINGTON STREET, CHICAGO 6

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Anderson

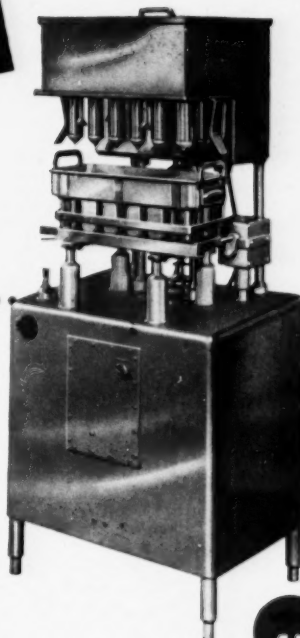
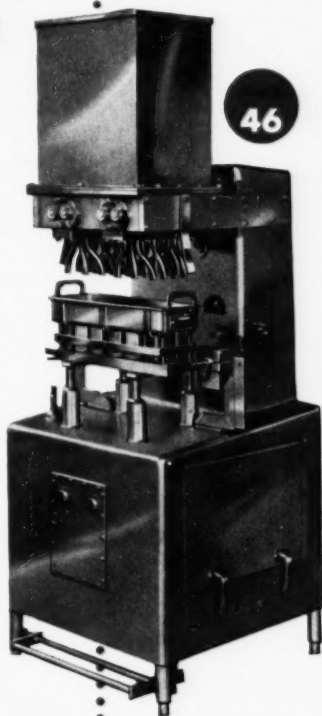
Capacity: BOTH MODELS
15 MOLDS PER MINUTE
900 MOLDS PER HOUR
1800 DOZ. NOVELTIES PER HOUR

THE ANDERSON MODEL 45 LIQUID MOLD FILLER AND THE ANDERSON MODEL 46 ICE CREAM MOLD FILLER CAN BE LINED UP SIDE BY SIDE SO THAT THE SAME CONVEYOR CAN BE USED. OPERATION, HOWEVER, IS SEPARATE.

FAST-DISPENSING MACHINES DESIGNED FOR DURABILITY ...SIMPLE AND ACCURATE OPERATION

For Dispensing Ice Cream

The Anderson Model 46 twenty-four cavity mold filler is designed for dispensing ice cream and other products having the consistency of ice cream. When filling single or twin molds with one flavor, operation is fully automatic, filling 24 pockets at one time. When dispensing two flavors (multi-flavor molded bars; combinations of ice cream, sherbert, ice) operation is semi-automatic with 12 pockets being filled at a time. Quantity adjustment of from 2 to 4 ounces is possible, and while the machine is in motion. Like the Anderson 45, this unit operates in a conveyor line—mold is raised to filling position then lowered again to continue on conveyor. Timing and accurate dispensing is of paramount importance in both of these Anderson models. All parts that contact ice cream are stainless steel; the insulated hopper has a 14-gallon capacity and is divided in two equal sections; floor space taken by the machine is 26" x 28". Investigate the Anderson 46; see how it can also be lined up on the same conveyor with the Anderson 45.



For Dispensing Liquids

Ingenuous in design, basically simple in operation, the Anderson Model 45 liquid mold filler is the answer to fast, accurate production of molded liquid bars. Operation is fully automatic. Single or twin molds can be filled by the Anderson 45; the machine is equipped with a measuring cylinder for each cavity in the mold. Quantity is adjustable from 2 to 4 ounces by using different size valves. Because measurement is accurate, collars on the novelty are eliminated. The tank and all parts that contact the liquid are of stainless steel; nozzles are of Neoprene and are removable. The Anderson 45 takes up only 18" x 26" of floor space and stands 60" high. Get all the facts on this outstanding machine. See how it can increase volume and reduce your production costs.




Use This Handy Coupon For Quick Information.

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 7-2

Name

Address



Sentries on Duty!

...and the Password is "Perfection!"



You make more money with Gumpert ice cream specialties because the purity, quality, and uniformity of their ingredients have passed the most rigid tests and met the business — Gumpert standards. When you use ANY Gumpert product, there is no guesswork about its excellence. Vigilant

laboratory control has barred raw materials that fail to measure up. You **KNOW** for sure you are maintaining your reputation by offering **YOUR** customers the finest. You are **CERTAIN** of perfection in flavor... richness... texture... eating goodness—all the qualities that build your sales and make money for you.

That's a mighty good feeling that thousands of ice cream makers enjoy. Your Gumpert Field Man can show you how to get it! And how...

You make
more money with a
GUMPERT
product!

S. GUMPERT CO., INC. • JERSEY CITY 2, N. J.
CHICAGO • SAN FRANCISCO

270 FOOD SPECIALTIES FOR THE ICE CREAM INDUSTRY